

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

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B. A. I. S. 1924 with  
N. W. Ayer & Son

## *A Peace Victory*



It was a brave man who first wore a wrist-watch—in America. A few, with a surplus of bravado, weathered the jibes of the cynics and faced them down. Then came the world war.

The wrist-watch arrived. And it has remained.

In the fine-watch field it established itself at once. It had class. But in the lower price ranges, size increased, appearance dwindled.

Two years ago The New Haven Clock Company, of New Haven, Conn., put their more than 100 years of experience back of the problem—a moderate priced, good-looking wrist-watch—and came through. They designed an accurate movement of convenient size. They cased it handsomely. They gave it snap and style. They built it sturdily. Then they had an inspiration. They set the watch on the strap at an angle. A convenience in time-telling no one else had ever thought of.

That's the story of Tip-Top the wrist-watch. And Advertising Headquarters is telling it in a series of stop-look-and-read advertisements that—measured by any standard—we are proud to own as our work.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO





# “Service Bureaus” for 2,000,000 *real farmers*

Each of the 15 publications of the Standard Unit is edited—not to please a hypothetical general type—but to meet the definite needs of the real farmers in the territory or industry each serves. That’s why the Standard Unit carries your message into these buying farm homes with unequalled authority—

## ***But*—Let each publisher tell you his own story—**

**See pages 131 to 145**

*The*  
**STANDARD FARM PAPER UNIT**

*One order—one plate—one bill*

**WALLACE C. RICHARDSON, Gen'l Manager**

**Chicago**

**Courtney D. Freeman, Western Mgr.**  
307 North Michigan Ave.

**New York**

**Willard R. Downing, Eastern Mgr.**  
250 Park Ave.

**San Francisco, Kohl Bldg.**



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Registered U. S. Patent Office

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VOL. CXXXVI

NEW YORK, SEPTEMBER 23, 1926

No. 13

## Getting Salesmen to Spend One Hour More Each Day with Prospects

The Average Salesman Spends Only Two Hours Each Day Actually Talking to Prospects and Customers

By C. C. Casey

President, Work-Organizer Specialties Company

"IF I could get my salesmen to spend one hour more each day across the desks from their prospects, we could double our sales," said a sales manager the other day.

That is quite a radical statement, and several other men who heard it thought it a bit too radical—even exaggerated. He was asked to illustrate his point, and he related a personal experience from his own early sales work.

"I was working in Grand Rapids on a specialty proposition," he said, "and I had written home to my wife three evenings in a row to the effect that I had not moved a single prospect to tears—I had fallen flat three whole days. Things looked blue. When I went to mail my Wednesday evening letter, I found my wife's answer to my Monday letter, and it contained a question which made me do a lot of tall thinking that evening.

"Next morning I was out early, and saw my first prospect before he had hung up his hat.

"He looked surprised and asked how I came to be out so early. I told him I had a lot of customers to see that day, and had to get out early. Within thirty minutes I had his order which earned me a commission of \$20.

"Before the day was over I had

made five similar sales, and I made it ten before I went home on Saturday. It was the biggest week——"

"But how do you figure," asked one of the executives present, "that one hour a day extra time with prospects had so much to do with that? It appears to me that there was more determination, or something, and your sales talk must have been responsible for the extra results."

"We might make some allowance for that, too," was the reply, "but my theory is that if I had not made that call on that prospect before he sat down at his desk, I would have repeated my Monday and Tuesday and Wednesday experience—and gone home without a sale.

"But by going out early, while the day still looked bright to me, and by approaching a prospect whose thought was clear for his day's work, I made the one sale I needed to start me right for the day.

"I claim that my eight o'clock call had more to do with my sales record for that day, and the days that followed, than anything I said or thought.

"There is something about the early part of the day that you never will find in the middle of the day. There is a certain hope-

fulness about it, a surplus power, and expectation, that is apt to ooze away before noon.

"But by going out that morning while I still had that feeling of power and courage and expectation, I made a sale that gave me a more solid kind of power and courage and expectation that stayed with me through the day.

"By ten o'clock I would have lost that early morning feeling, and I would have fallen down on my first call at 10 o'clock, and then I would have been still less effective."

"Then you figure," asked one of the skeptical listeners, "that if your men started earlier in the day, they would double their sales—not just that they need to spend an extra hour facing prospects?"

"Not exactly. I related that incident to illustrate my theory that there is more time for making calls than most salesmen believe. I will waive the early morning hours, though, if you wish it, and stand flat on my original statement that one hour more a day in the presence of prospects would double our sales—no matter what time of the day the men start.

"I doubt if the average salesman spends over two hours a day facing prospects—a great many of them spend less than one hour. But assume that our men spend an average of two hours a day across the desk from prospects. My contention is that if those men increase this to three hours (at any time of day) they would make enough additional sales in the extra hour to increase greatly the power and expectation and results of the other two hours, and thus double their sales."

The sales executive who had been asking the most questions, merely winked at the other men, and nodded for the sales manager to go on. It was evident that he did not believe it.

"The salesman who is just wavering between success and failure never has that quality in his approach or selling talk which makes a real success possible. But let that same man have just enough of success to make him

more sure of himself, and the increased power of his work will be reflected in a really big success."

"Now you are beginning to talk my language!" the pessimist answered, "and since you put it that way, I'll concede, too, that the extra hour will have a lot to do with doubling a salesman's business. I'll go further than that—now that you make me admit it—and I'll join you in a declaration that most of the failures among salesmen are registered because they do not make enough calls.

"Take a salesman who is failing, or making a grudging success, and get him to make all the calls he ought to be able to make, and he will climb over the top. I've declared that for years.

"I am willing to agree with you, now, that these extra calls need not equal his regular calls in order to double his sales—though I'll admit that I had not thought of it in that way.

"One of our own salesmen wrote me the other day that he had suddenly been cured of the belief that effective calls could not be made late in the afternoon.

"I was under the impression," he wrote, "that the afternoon wasn't a good time to make calls. I have found this to have been only in my own consciousness."

"That is where a lot of things are, which result in a low average of calls per day. That one false notion about the proper time to make calls, is at the seat of a lot of other false notions."

#### WHERE DO THESE BELIEFS COME FROM?

There seem to have been a lot of gossiping old failures going around in sales organizations, teaching these notions to new salesmen, for many of the beliefs which have reduced the number of calls, have become deep-seated, and nearly universal, not only in our sales organization, but in about all the sales organizations I have known anything about.

The remedy is not easy to find. Most of the efforts to get men to make more calls merely sound like pep stuff, or swivel-chair preaching, and salesmen, as a class, have

**T**HINK what The New Yorker can do for you in New York!

It offers you — every week — a circulation of nearly 50,000 copies, approximately 40,000 of them in the Metropolitan District.

Used weekly, it offers you in the course of a month nearly 200,000 page units of advertising to fill in your advertising in the metropolitan market.

Here, in New York, where there is 8 per cent of the nation's population, *but more than 20 per cent of its purchasing power*, your national magazines offer you only approximately 8 per cent of their total distribution.

Think what 200,000 additional pages of advertising monthly can do for you in New York!

*The*  
**NEW YORKER**

25 West 45th Street, New York

rather tough hides when it comes to this type of injections.

In one of our bulletins to our men, we brought out the thought of more calls, hidden away within the capsule of a talk on the best time to make calls.

"If we could call on prospects," the bulletin read, "when there isn't a long row of other salesmen waiting in the outer office, it would be a lot easier for us. Then the prospect wouldn't be so fidgety and anxious to get rid of us."

Then the bulletin went into a discussion of the times when the long row of hats was not waiting outside. One of these times is very early in the morning, when the prospect first gets to his office.

"Early in the morning is no time to call on prospects," the competing salesmen say—also those who sell other types of goods to our prospects. So when we go in early, these other men won't be waiting to see the prospect, and we will have him all to ourselves.

That does not urge the salesman to make early calls, nor accuse him of not doing so. It merely tells him that his competitors have a mistaken notion that early morning is no time to make calls.

"Then again, in the middle of the afternoon, competing salesmen stop making calls, and again we have the prospect all to ourselves.

"We have as good a chance at prospects as any other salesman, of course, at any time during the day, but early in the morning and late in the afternoon, and on Saturdays, we just about have the prospect to ourselves.

"Of course, at those hours, the prospect may have some other work which he thinks is important. But that only means that we have to talk about his own problems. You know, when you talk to a business man about his own problems, he is glad to see you at any time at all, from before he hangs up his hat, till after the normal quitting time.

"If you let him see that your principal interest is in the order, he will insist that you pick out

some hour when he is least busy, or not come at all, but if you can help him solve any of his own problems, he is glad to see you at any time of the day or night."

A constant hammering on salesmen to "make more calls" has some effect—many sales managers have secured some worth-while results that way. But my theory is that salesmen are just about as human as sales managers, and no salesman likes mere nagging from his sales manager any better than the sales manager would like nagging from his own chief.

Salesmen, also, are just as reasonable as any other class of men. They are willing to use any sales methods on which they are sold, yet I doubt if any salesman is any more willing to "be sold" on a different selling method than you or I or any other business man is willing to be sold any piece of merchandise. But he is just as willing to adopt a better method as you or I or anyone else is to buy a piece of merchandise when it is really desired.

#### FEW MEN LIKE TO BE SOLD

There is a big selling principle in that thought—all men are willing to buy anything they want, but human nature almost universally resists being *sold*. So the best selling is merely the giving of information which causes the prospect to *want* to buy, and which removes the reasons for not buying.

Obviously, one of the easiest ways to give a business man information on which he, himself, can build a desire for your goods, is to help him solve some business problem by the use of your goods.

Likewise the easiest way to get a salesman to use your selling methods is to help him solve his own problems by the use of your methods. Don't merely try to "sell" him. Get around on his side of the fence and apply your methods to his own problems.

If the merchandise you wish to sell to your salesman is "more calls," don't merely nag him about making more calls. Don't even

(Continued on page 205)



## They can wield a wicked stiff-arm

Boys? Yes, in years they are. But they're a man's equal in everything else. They'll be crossing college goal lines mighty soon. Line up against these pigskin chasers and you'll know you're bucking something. Chances are they could tackle you for a row of goal posts!

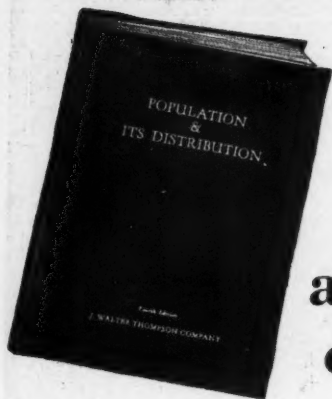
Boots Marshall (the chap in fighting togs) and his teammates average  $15\frac{1}{2}$  years of age, 5 feet 4 inches tall and about 115 pounds in weight. They're the average of 500,000 more healthy, husky near-men—all readers of **THE AMERICAN BOY**.

Not only are they up with the top-notchers when it comes to sports—football, baseball, hockey, everything in season—but they can duke up with the best of parlor pythons too.

From hats to shoes, overcoats to underwear, they buy and wear everything that you do. Their buying capacity, from tuxedos to tooth-paste, is man-sized. Their likes and dislikes carry a pile of weight.

Tell the story of your product to these 500,000 near-men in the advertising columns of **THE AMERICAN BOY**, their trusted chum. Through its pages you can sell them anything you sell to men. Copy received by October 10th will appear in December.

*The* **American Boy**  
Detroit Michigan



## Markets are made up of people—

*This new book tells you*

**where these people live**

**where they buy . . .**

**how much money they can spend**

**WHAT** are the really significant marketing facts about the 113,000,000 people of the United States? How has this market altered in the past five years?

"Population and Its Distribution" contains nearly 400 large pages of accurate up-to-the-minute statistics about markets. In its pages you will find—

### ***1925 Population Figures***

Do you know that the population of the United States has shown an increase since 1920 equal to the 1920 population of the states of Indiana and Illinois combined? That four states—New York, Pennsylvania, Ohio and California have added over a half million each? That the borough of Manhattan in New York City has *decreased* by 300,000—while Detroit shows a gain of 250,000?

### ***679 Retail Shopping Areas***

How far can population alone serve as an index of market possibilities? Two cities in Maine,

Bangor and Lewiston, are of nearly equal population. Actually, however, Bangor's trading population is almost twice as great as that of Lewiston.

In "Population and Its Distribution" are given complete retail shopping areas for the entire country with maps and figures for each. These areas are determined by *commercial* rather than *political* boundaries.

### ***Income Tax Returns by Counties***

How much money can people spend? Which counties in each state offer the richest sales possibilities?

In Illinois the distribution of population by counties roughly parallels income tax returns. In Alabama, however, over 82% of the total number of returns came from 20% of the counties.

"Population and Its Distribution" gives the number of personal income tax returns for every county in the United States—arranged for ready comparison with population figures for the same county.

\* \* \*

In addition "Population and Its Distribution" gives the number of wholesale and retail dealers for eighteen different trades by states and cities of 25,000 and over—the number of grocery and drug chain stores in large cities and many other statistics of value in planning sales operations.

We shall be glad to send you a copy of "Population and Its Distribution" upon receipt of seven dollars and a half (\$7.50). If you wish to return the book within five days we shall refund your money. Just fill out the coupon below.

---

**J. Walter Thompson Company, Dept. U**

244 Madison Avenue, New York City

I enclose \$7.50 for "Population and Its Distribution"

Name \_\_\_\_\_

Address \_\_\_\_\_

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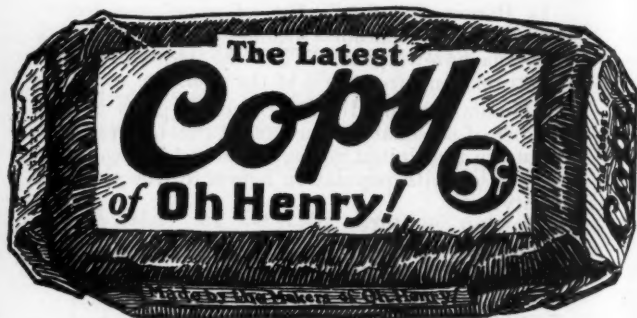
## Can Ridicule and Good Humor Put Imitators to Shame?

Oh Henry! Is Going to Try to Laugh Rivals Out of Business

THE Williamson Candy Company, whose sensational success with its "Oh Henry!" candy bar has focused attention on its marketing methods, has again startled the confectionery world.

The 10-cent "Oh Henry!" bar has brought forth scores of competing bars, which the Williamson Candy Company regards as imitations of its product. The company has also faced competition of an-

urging dealers to "display your 10-cent goods." In this policy other makers of 10-cent bars have co-operated. For some months, moreover, Williamson's sales promotion has stressed the thought, as the company phrases it, "every sale a profit on two nickels." Yet, the competition of 5-cent goods has been growing. The Williamson company, therefore, has announced that its policy



THE WILLIAMSON CANDY COMPANY BECOMES ITS OWN IMITATOR BY MAKING A SMALLER OH HENRY! BAR AND LABELING IT AS A COPY

other sort, in common with all makers of 10-cent bars, the rivalry being that of the lower-price bars. They have found that the 5-cent bar uncovers another range of buyers above the level of the "penny goods" which are sold principally to children.

In the dealer's display case, the 5-cent bar differs but little in size from the 10-cent package. Both are enclosed in protective wrappers which conceal the real nature of the contents, while fanciful names and highly colored emblems catch the eye of first buyers. The result has been that the nickel bar has made inroads into the volume of the dime bar.

Williamson salesmen have been

of a single product is to be abandoned to the extent of manufacturing a brother item. This rather "radical departure for us," as stated by Mr. Williamson, "is a new 5-cent bar."

"Heretofore," runs his announcement, "other manufacturers have been the imitators of our product. But, in line with our endeavor to be first with the latest, we have decided upon a policy new, even radical, in the candy industry—that of making our own imitations." This statement furnishes an explanation for the unusual name of the new product. It is called "The Latest COPY of Oh Henry!" The price is 5 cents.

The company's announcement to



1

exceeds 17

The Des Moines Register and Tribune's daily circulation of 175,000 is greater than the combined circulations of the second Des Moines newspaper and the sixteen other daily newspapers published within a 100 mile radius of Des Moines.

the trade frankly states that this "latest copy of Oh Henry!" is not so good as "Oh Henry!" itself. "It is obvious that it can't be, since Oh Henry! is a 10-cent seller, and COPY, like all the imitations, is a 5-cent seller," the announcement continues. The makers say further that, "without reservation COPY is not only the best copy of Oh Henry! that anyone has yet produced but absolutely the best bar of candy that anyone has ever made to sell for 5 cents."

One wonders whether the Williamson company is not showing again that subtlety which made "Oh Henry!" such a success.

The company has coupled its first announcement of the 5-cent bar with full-page advertisements in the confectionery trade journals. These advertisements will make such statements as those which follow:

Sometime ago when Oh Henry! came into prominence, there was such a rush of imitators that the candy trade, both wholesale and retail, was seriously embarrassed. Few were able to keep up with the daily growing list of imitations.

To forestall this difficulty when "COPY" begins to be copied, and also to engender a clubbier feeling among the manufacturers who copy "COPY," we are organizing the "CONFECTIONERS' 'COPY' CLUB."

The only requisite for membership in the COPY CLUB is the manufacture of a bar similar to "COPY." A bar and wrap will serve as application and from month to month the names of the duly self-elected members will be published in the roster of the COPY CLUB in these pages.

By this means we hope to keep the candy trade posted as to who is copying "COPY" so that there will be no difficulty in identifying the clever manufacturers who have had the originality to make a bar like "COPY." It is our belief that this will be a genuine service to the candy industry—and our hope that the service will be accepted with the same generosity that prompts it.

Copy "COPY" and elect yourself a member.

Has ridicule and good humor the power to turn away imitators? The outcome of this campaign ought to answer that question.

### Join Kirkpatrick Agency

Albert Byers, formerly Portland, Oreg., manager of the Statesman Publishing Company, has joined the staff of the W. S. Kirkpatrick Advertising Agency, of Portland.

### Swan's Down Flour Account for Young & Rubicam

Young & Rubicam, New York advertising agency, has been appointed to direct the advertising account of Igleheart Brothers, Inc., Evansville, Ind., which was consolidated several months ago with the Postum Cereal Company, Inc., New York. The advertising activities of the Igleheart company, which makes Swan's Down flour, are being combined under the direction of the advertising department of the Postum company.

### Chicago "Journal of Commerce" Appointments

The Chicago *Journal of Commerce* has appointed John H. Conway director of advertising and Frederick West advertising manager. Mr. Conway has been in charge of automobile advertising on the *Journal of Commerce* since its founding in 1920. Mr. West has been with the advertising department for more than two years.

### Food Products Account for Edwards, Ewing & Jones

The Flako Products Corporation, of New Brunswick, N. J., manufacturer of Flako pie crust and Jiffy Gems, has appointed Edwards, Ewing & Jones, Inc., New York and Philadelphia advertising agency, to direct its advertising account. Newspapers in Eastern cities are being used.

### Philadelphia Agency to Direct Music Master Horn Campaign

The Tracy-Parry Company, Philadelphia advertising agency, has been appointed to direct an advertising campaign in national publications, on the Music Master radio horn, a product of the Music Master Corporation, also of Philadelphia.

### Rome Bed and Bedding Account to George Batten

The Rome Company, Chicago, manufacturer of De Luxe bed springs, metal beds, day-beds and couch-hammocks, has appointed the George Batten Corporation to direct its advertising account.

### Shingle Account With N. W. Ayer & Son

Eternit, Inc., Philadelphia, manufacturer of asbestos shingles, etc., has placed its advertising account with N. W. Ayer & Son.

### With Dallas Agency

V. M. Wallace has joined the Southwestern Advertising Company, Dallas, Tex.

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More Than One Half Million Wisconsin Readers Every Day

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# *The Easy Way to Sell Hardware*

**N**ATIONAL advertisers of hardware and sporting goods invested nine times as much in The Milwaukee Journal during 1925 as in the other *two* Milwaukee papers combined!

Thirteen of the fifteen national advertisers in these classifications used The Milwaukee Journal exclusively last year:

<i>Arco Skates</i>	<i>Reynolds' Wire</i>
<i>Wiss Scissors</i>	<i>Kraeuter Pliers</i>
<i>Alumo Skates</i>	<i>Health-O-Meter</i>
<i>Walsh Harness</i>	<i>Eastman Kodak</i>
<i>Nicholson Files</i>	<i>Janesville Coaster</i>
<i>Planert's Skates</i>	<i>A. G. Spalding &amp; Co.</i>
<i>Alfred Johnson Skates</i>	

In the rich and stable Milwaukee-Wisconsin market you need only *one* paper for a maximum volume at the lowest advertising cost per sale—

## **THE MILWAUKEE JOURNAL**

**W FIRST BY MERIT W**

---

Read by More Than Four Out of Five Milwaukee Families

---

# Another

## Rich in Food Values—

"Canned SALMON has an energy value equal to the popular heavy foods such as veal, milk, sirloin steak and baked beans."

—U. S. Bureau of Fisheries (Dept. of Commerce) Document No. 1000

### CANNED PINK SALMON "King of Food Fish"

"SALMON is the most important sea food canned. . . . The protein percentage makes it valuable", states this government bulletin. Canned Pink SALMON is available for shipment into any part of the world and can be enjoyed by people where fresh fish has not been available. As the cooking product can be eaten cold, as a salad, if desired, Canned Pink SALMON provides the essential food stuff—protein—at a REASONABLE COST.

For a really delicious treat, try Canned Pink SALMON piping hot in a creamed, baked or scalloped dish. Ask your nearest good grocer to send you a few cans at once. ALL GOODNESS—NO WASTE!

ASSOCIATED SALMON PACKERS  
2800 L. C. Smith Building Seattle, Wash.

Send for FREE Government Bulletin containing Canned Pink SALMON Recipes

ASSOCIATED SALMON PACKERS

Send FREE U. S. Dept. of Commerce Bulletin containing Canned Pink SALMON Recipes and Government Food Leaflet at the "King of Food Fish"

Name \_\_\_\_\_ Address \_\_\_\_\_

Ask for Any Brand of PINK SALMON, but be sure it says PINK on the label.



TRY  
FIVE SALMON  
CAKES

Ask your grocer to send you five Canned Pink SALMON Cakes. They are delicious and easy to make. Send for the recipe card today!

# THE CHICAGO D

Chicago

Advertising Representative

NEW YORK

J. B. Woodward

110 E. 49th St.

CHICAGO

Woodward & Kellogg

300 N. Michigan Ave. Fine Arts

# Great Campaign

*Exclusively in The Daily News  
in Chicago*

**T**HE Daily News is the only Chicago newspaper carrying the advertising of the Associated Salmon Packers, which is appearing in leading newspapers of about twenty-five American cities.

The campaign has resulted in the sale of more than 1,100,000 cases of salmon this year, as compared with 205,000 cases in the same period last year.

The advertising is placed by the Strang & Prosser Advertising Agency of Seattle.

*Member of The 100,000  
Group of American  
Cities*

## CHICAGO DAILY NEWS

Chicago

Advertising Representatives

GO  
& Kelly  
gan Arts Building

DETROIT

SAN FRANCISCO

C. Geo. Krogness  
253 First National Bank Bldg.

# FORBES and Will Rogers agree on Oklahoma!



**I**N a recent Saturday Evening Post article Will Rogers displayed his high regard for Oklahoma by describing Europe's most prosperous country as "The Oklahoma of Europe." Forbes, too, ranks Oklahoma as a leader in prosperity! The September trade map reproduced above shows this big farm market entirely in the "Good" area, with a large section of the state rated "Excellent." There is no question but this is Oklahoma's greatest agricultural year! The buying power of Oklahoma farmers is immense... their purses are open to advertisers of all commodities. And the highroad to sales in Oklahoma is consistent advertising in Oklahoma's only farm paper!

Carl Williams  
Editor

**The OKLAHOMA**  
**FARMER-STOCKMAN**  
Oklahoma City

Ralph Miller  
Adm. Mgr.

New York

E. KATZ SPECIAL ADVERTISING AGENCY

Chicago

Detroit

Kansas City

Atlanta

San Francisco

# Advertising Brought the Woolen Industry to Face Facts

By Charles J. Webb

President, The Woolen Corporation of America

IN spite of prosperity in other industries, matters in the woolen trade, instead of improving since the 1921 slump, have been going from bad to worse. Mills, almost without exception, have been losing money. The leader in the industry showed a loss of approximately \$12,000,000 in 1924-25 and last year the loss was about \$4,000,000. Losses have been the order of the day.

There has been no co-ordination among the many divisions of the woolen industry, save for political purposes, as when there was a tariff to be framed. While a number of organizations have been functioning, their activities have been little more than nominal, for the reason that until recently there was little confidence in them.

Within the last few months, however, there have been many changes. Several organizations have become genuinely concerned with uplifting the industry as a whole. Co-ordinated action has been started, and the woolen trade is now on the road to prosperity. The cause for this concerted action is advertising.

It would be best to outline more completely the industry's conditions before going into the advertising story.

There were many reasons for the situation in which the woolen trade found itself. Some who studied the field closely believed that over-production undoubtedly was a great factor in making for poor business. This undoubtedly was true, for mills, which augmented their equipment during the

war, found themselves over-equipped later. Last year only 60 per cent of woolen machinery was run.

Under-consumption was another factor put forward. In the women's field, woollens suffered from the competition of silk dresses and fur coats, for woollens were not in demand for women's clothes to the extent they once were.

Too, as a result of under-consumption in the women's field,

idle looms turned to men's wear fabrics, and production in this field increased 25 per cent. The entrance of women's looms into the men's field is very pronounced for the spring of 1927. Many of the larger operators in dress goods are shooting at the men's market with worsted fab-

The Woolen Corporation of America of which Mr. Webb is president, stands as a clearing house for the woolen and worsted industry. It absorbs mill surpluses and averts shortages. It buys and sells; buying mill stocks and selling to cutters-up.

It has been in existence 40 years, coming prominently to the fore since 1921 as a clearing house. It is the leading woolen and worsted distributor today.

rics at \$2 and less a yard. This has made for additional complications in the problem of distribution.

The fact that chaotic conditions existed in the woolen and worsted fabrics trade also was attributable in no small measure to the opposition of manufacturers and merchandisers to change. They preferred to stick to old policies that had sufficed in pre-war days. But while they waited for a revival of business, what little business they had was slipping away. The old days and old methods of merchandising were gone, and they did not realize it.

Then, as business grew scarce there was a lowering of standards in the industry. With increase of competition, there was a growth of unethical practices. Being a

buyers' market, there was undercutting and so forth. There was an almost complete lack of regard on the part of the buyer for the sanctity of the contract; orders were revoked at the will of the buyers and goods were returned without cause.

There was an absolute absence of price stability, due to a falling raw material market, and conditions were made even worse by the manufacture of stock goods, which were dumped on the market from time to time by some operators.

It was a sad situation, and, to aggravate it, the attitude of the fabric manufacturers was one of helplessness. There was no co-operation, no study of basic conditions of the industry, no action to help the trade as a whole. It was every man for himself, with each working pretty much in the dark.

Because other industries had pulled themselves up to prosperity in the face of a situation equally as black as ours, the Woolen Corporation of America felt that something should and could be done to change conditions.

We started our efforts with daily admonitions in the form of two-column seventy-line advertisements, run in a daily trade-paper which reaches our industry. These daily advertisements which began in June, 1925, harped on the need for co-operation in the woolen trade and on the need for concerted action to remedy conditions.

But a year of such suggestion having failed to bring any notable result, we came out on June 15, 1926, with a full-page advertisement that was a flat statement of facts. It was the first of a series of seven full pages intended to get action—to focus attention on conditions with a view of effecting an essential improvement.

This initial announcement was boldly headed, "Face the Facts." I shall quote it in full, because it brought a tremendous reaction in an industry that was unaccustomed to having light thrown on it:

The woolen and worsted industry is deep in depression.—That fact is everywhere admitted.

Business is bad and indications of immediate improvements are absent.—That is the common cry.

Something should be done about it.—That is what everybody avers.

And there, so far as the majority of the manufacturers and sales agents are concerned, the matter rests.

A few of the more level headed, far-seeing and progressive producers and distributors are searching for a solution of the problems which harass all branches of the business.

But they are handicapped by reason of the fact that too many of their competitors are unappreciative, apathetic or antagonistic to the work of upliftment.

Instead of assisting in the work of reformation, some are making the task of devising an effective remedy well nigh super-human, for they are making bad conditions really worse; they are deepening the depression and creating chaos.

A multiplicity of malpractices is rampant in the trade.

A mockery of merchandising is the order of the day.

Individualism in operation is the accepted idea.—It is a case of "every man for himself and devil take the hindmost."

The situation is variously described today as, "The survival of the fittest,"—"An era of extermination,"—"A fight to a finish."

Such cold-blooded, callous characterizations serve to denote the fearfully competitive condition of the market, a condition that is being aggravated every day by added abuses and more meaningless methods.

If this situation is allowed to go on unchecked, it must inevitably follow that some of the contestants in the battle for business will be mortally wounded, many will be maimed and marred, and but few will escape unscathed.

And the tragedy of it all is that the struggle and strife which benefits few and injures many might be averted by the use of common sense.

Sanity is an essential preliminary to stability, as peace is to progress.

When sanity is secured, co-operation is the natural sequence.

Here is what Secretary of the Treasury Mellon recently told to an industry more fortunately circumstanced than the woolen and worsted trade:

"Our best interests are served not by fighting each other, but by working together to build up a prosperity in which everyone can share."

We commend that advice to fabric manufacturers and sellers, for through co-operation stabilization can be effected. Save the Industry While There's Yet Time.

Sanity.... Stability.... Common sense  
..... Co-operation.... Promotion....  
Prestige.... Profit.

This was signed by the Woolen Corporation of America.

The first feeling toward this advertisement was that it would react unfavorably to the trade be-



cause buyers would seize on the weakness of the mills. But buyers actually proved to be just as anxious as sellers to have conditions stabilized.

As the succeeding announcements of the series appeared, we began to get a response from bankers, co-operative wool growers, raw wool dealers, yarn spinners, fabric manufacturers, mill sales agents, clothing manufacturers and retail clothiers and furnishers. These indorsed what we were doing and reiterated the need for a co-operative movement to improve the industry.

The second advertisement was headed, "Study the Situation." Under a question, "What is the matter with the woolen and worsted industry?" was a full explanation of what we believed to be the matter, as I have already explained. Under another heading, "There is nothing fundamentally wrong with the industry," was a summary of basic conditions which showed that the wool trade had a good foundation on which to build prosperity.

The third week brought another announcement headed, "Seek the Solution." In it we pointed out that the various divisions of the trade should get together as a unit and first of all should establish a bureau of research to study and devise measures to safeguard the best interests of the trade. Among steps that we suggested could be successfully undertaken by this bureau were these:

Prohibition of unwarrantable machinery expansion;

Acquisition and demolition of disused equipment;

Adjustment of production to the needs of the times;

Cessation of manufacture of unordered merchandise;

Penalization for piracy of constructions of styles;

Creation of a cost system to permit of a profit on every yard of goods sold and delivered;

Introduction of modernized methods to insure the distribution of goods on a more ethical plane and in a more business-like way;

Establishment of uniform sales contracts;

Standardization of terms;  
Enforcement of contracts;  
Elimination of cancellations and returns;

Cultivation of a better understanding between buyer and seller with proper regard for respective rights as well as responsibilities;

Arbitrament of all trade disputes by a central authority possessing plenary power.

At the same time, we also suggested that new blood be infused into the industry, pointing out that the best type of youth was blossoming in banking, automobile and engineering fields, where careers were more alluring than a career in the woolen and worsted industry. We pointed out that, to an industry as conservative as ours, a program such as this must appear drastic in the extreme, but that desperate diseases require drastic remedies.

The fourth advertisement, "Step by Step," brought up the thought of education first for the trade, second for its customers, third for ultimate distributors, and finally for the consumers.

The fifth, "A Call for Co-operation," again raised the plea for concerted action to form an institute.

#### WOOL COUNCIL ENDORSED

The sixth, "An Appeal for Action," backed a proposed Wool Council of America, which had come into existence for the purpose of advertising and which I shall tell about in a moment. There had been some objection to the ideas behind this council, and our announcement was intended to point out that this was no time to cavil at cost or quarrel with procedure; that the thing for the trade to do at the moment was to manifest its readiness to give moral and material support to a movement which could stabilize the industry by co-operation and regulate it by co-ordination.

These six page advertisements, backed by daily two-column ninety-eight-line supplementary advertisements, brought about a change in the attitude of fabric manufacturers. Instead of main-

taining a despondent attitude, they began to ask, "What can we do?" Their interest was aroused.

There were one or two objections to the ideas we urged. To combat these, we devoted several of our daily announcements to direct answers to these critics, and very quickly the criticism was quenched.

The trade began to act. Today, several groups are genuinely concerned with uplifting the entire industry. One of these groups has begun, as a first step, the scrapping of machinery. Whatever equipment appears on the market for sale and is in danger of going for a song, is promptly bought up and dumped. Thirty of the large manufacturers form this unit. While they agree that scrapping of machinery alone will not rejuvenate the woolen industry, they believe that it is a first and very practical move forward.

Another group has successfully organized the Wool Council of America. This council has two representatives from each of five organizations in the primary and secondary fields of distribution. These organizations are the National Association of Wool Manufacturers, the American Association of Woolen and Worsted Manufacturers, the National Association of Woolen and Worsted Spinners, the Philadelphia Wool and Textile Trade Association, and the Boston Wool Trade Association.

The Wool Council of America was originally formed by a committee representing these five organizations, which put before the trade the idea of a national advertising campaign. Trade support was solicited through meetings over the country, and the trade responded to the idea not because it was sold 100 per cent on advertising as a panacea but because it welcomed the idea of co-operating on anything. It endorsed the establishment of the wool council because it regarded it as a plank on which the industry could stand for the first time. And the trade stipulated at various meetings that the council should not confine itself to publicity but

should proceed to put the industry's affairs in order and stabilize the market. Its work is now under way.

Another step in the right direction has been taken by the American Association of Woolen and Worsted Manufacturers, which is fostering district meetings. Groups have been formed in Maine, New Hampshire, Rhode Island, Connecticut, Philadelphia, Chicago and Boston, with one to be organized in the South. Each of these groups has so-called key men who meet the national officers of the association and thus hook up district affairs with national. Discussions are carried from one district to the next by Field Secretary Herbert E. Peabody, and when these discussions reach the point where there should be action, they are taken to the executive committee of the central organization and acted on. After seventeen years of innocuous desuetude, this association has become a big factor in changing trade conditions for the better.

When various divisions of the trade had begun action, we published a seventh full-page announcement in our series, entitled "Establish an Institute." This advertisement was aimed to help co-ordinate the programs being formulated through the trade.

Then, after complimenting the trade on steps already made, we once more placed the institute idea clearly before it. Since that time we have been using smaller space daily further to advocate the idea. It is our hope that the Wool Council of America will function as such an institute to co-ordinate the various efforts now being made.

### Roy Head Advanced by Vick Chemical Company

Roy Head, of the copy and plan department of The Vick Chemical Company, Greensboro, N. C., maker of Vicks Vapo Rub, has been appointed export advertising manager, with headquarters at New York. Robert M. Dunning, formerly assistant advertising manager of the United States Rubber Export Company, New York, has joined the advertising staff of the Vick company.

# The Evening Bulletin

PHILADELPHIA, PENNSYLVANIA, FRIDAY, SEPTEMBER 23, 1926

**TOP A PRIMARIES**  
**STILL WASHINGTON**  
 Continued from Page One  
 The Senate will vote on the bill today. It is expected that the bill will pass.

**SENATE ON**  
**TOPICALS**  
 The Senate will vote on the bill today. It is expected that the bill will pass.

**ASKS FRANCE SPAIN**  
**AMERICAN RETURN**  
 The American government has asked France and Spain to return the American prisoners of war.

**REVOLUTION SHOWS**  
**DEAR MEY APPEAL**  
 The revolution in Germany has shown a new phase. The appeal of the people is for peace.

**WANTS GARDEN HOUSE**  
**IS WITHIN 2 BLOCKS**  
**OF POLICE STATION**  
 A man who wants a garden house is within two blocks of the police station.

"That the people of Philadelphia, Camden and vicinity appreciate the efforts of The Bulletin to give them all the news of the day as fairly, as exactly and impartially as it can be laid before them, is attested not only by the fact that the name of The Bulletin has become as a household word among them, but that its circulation reaches far beyond the highest point ever attained by a Philadelphia newspaper."

"In Philadelphia nearly everybody reads The Bulletin"

**Dominate Philadelphia**  
 Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—  
**The Evening Bulletin**

Net paid circulation for six months ending March 31, 1926 **533,169** copies a day

The circulation of The Evening Bulletin is larger than that of any other Philadelphia newspaper and is the third largest in the United States.

(Copyright 1926—Gulfstream Company)

## Branch Advertising Offices

New York—247 Park Ave. (Park-Lexington Building)  
 Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard  
 Detroit—C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard  
 San Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street

# Willys-Overland, Inc., made thorough test of color pages in New York Evening Journal

## WILLYS-OVERLAND, INC.

GENERAL OFFICES  
AND  
RETAIL SALESGROOM  
BROADWAY AT 50TH ST.  
TELEPHONE CIRCLE 0400  
SERVICE STATION  
52-31 WEST 57TH ST.  
TELEPHONE BROADWAY 3000

FINE MOTOR CARS

NEW YORK CITY

September 4, 1926

New York Evening Journal  
2 Columbus Circle  
New York City

Gentlemen:

Sufficient time has elapsed to make us feel sure we have given the New York Evening Journal color pages a thorough test.

I am certain from talks that I have had with salesmen and dealers that our use of the two-color pages in connection with the Willys-Knight and Overland announcements in July and August have been amply justified.

They certainly made our story stand out before the vast Journal audience, and that in our estimation, is something very worth while doing.

We will certainly take similar opportunity to again put our message before your very responsive reader circulation.

Yours very truly,

WILLYS-OVERLAND, Inc.,

(signed) W. H. MASTEN  
Branch Manager

WHM:E

P. S.—Sorry there are no more back covers available in 1926.

# and dominated New York— the largest and most important market in America

Willys - Overland, Inc., selected the strongest single influence and the most powerful sales-producing force that can be purchased in New York City to:

concentrate attention—  
dominate market—  
“lift” their product above  
competition—

They used color pages in the Home Journal Magazine which is published with the New York Evening Journal every Saturday and sold at 5c a copy.

After making a thorough test, they say: “Color pages in connection with the Willys-Knight and Overland announcements in July and August have been amply justified”—“They

certainly made our story stand out.”

Nearly half of all the people who buy any New York evening newspaper buy the New York Evening Journal and at 3c daily, 5c Saturdays, and take it home where it is read by over two million people.

When you read the Willys-Overland, Inc., letter on the opposite page note this: “We will certainly take similar opportunity to again put our message before your very responsive reader circulation.”

Manufacturers who have thoroughly tested the selling power of the color pages in the Evening Journal have repeated again and again, year after year.

CIRCULATION FOR SIX MONTHS ENDING  
MARCH 31st, 696,447 DAILY, NET PAID

## NEW YORK EVENING JOURNAL

*America's largest evening newspaper circulation  
. . . and at 3c a copy daily, 5c Saturdays*

*New York Office: 2 COLUMBUS CIRCLE, New York City*

*Chicago Office*

913 Hearst Building, Chicago, Ill.

*Detroit Office*

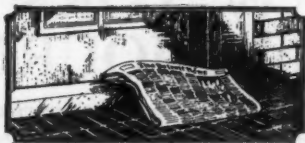
General Motors Bldg., Detroit, Mich.

# Why The Detroit Market Is Favored

*Because The Detroit News with the greatest circulation in Michigan, weekday or Sunday, covers the homes of its trading territory so thoroughly.*

Detroit News circulation leadership maintained upwards of half a century is significant of the appeal of The News to the stable home dwelling population of its territory. And this leadership has not been merely a nominal one. Today with 335,000 total Sunday and 310,000 total weekday circulation The News has a lead exceeding 20% over

the second paper in the city of Detroit, alone. Translate the 45,000 weekday lead into terms of the total circulation of many of America's most important dailies and you will grasp the importance of The Detroit News' singular dominance of its field. In fact, no other newspaper in any city of Detroit's size or larger so thoroughly covers its field.



## The Detroit News

The HOME Newspaper

# The Progress of the Montgomery Ward Display Exhibit Plan

Exhibits of Catalog Merchandise Visited by Sizable Crowds; Local Retailers Believe Mail-Order House Is Widening the Local Market Rather Than Offering New Competition

THE second of the Montgomery Ward & Company merchandise display exhibits opened its doors recently at Plymouth, Ind., a town of about 5,000 population, thirty miles south of South Bend. An actual check on visitors entering the quarters occupied by the exhibit showed that more than 7,000 people, exclusive of children, attended the opening.

A few days before the scheduled date, Plymouth business men, somewhat puzzled as to what attitude they should take toward the entry of the big mail-order house into their town, wired the Marysville, Kansas, Chamber of Commerce. They wanted to know how Marysville business men thought the Ward display was affecting their community.

"We offer Montgomery Ward & Company our heartiest co-operation, finding to date they have increased our trade radius forty miles," G. W. Degnan, secretary of the Marysville Chamber of Commerce, telegraphed back. "Our city is being visited daily by people whom local merchants were unable to draw until the opening of the display store."

Plymouth merchants took their cue from that wire and helped make the Montgomery Ward opening in their town a real event.

The first of the Ward merchandise displays, located at Marysville, Kansas, has now been in operation for more than a month. Company officials say the exhibit has been a big success so far. Marysville merchants agree with them and farmers and others living in the Marysville trading area admit that the exhibit has been a revelation to them in many ways. Now that it is doing business without giving any signs of driving the local retailers into bankruptcy, the dealers seem glad to have it in their town.

During the first sixteen days of its existence, the Marysville exhibit drew more than 14,000 visitors. Eighty per cent of these either bought merchandise over the counter, placed orders to be filled or made inquiries about specific items of merchandise, according to District Manager A. D. Folker. On September 11, four weeks after the display opened, there were 2,000 visitors, indicating, it would seem, that Marysville people are taking a continuing interest in it. Sales over the counter of automobile tires, tubes and batteries have been satisfactory, Ward officials say, and mail-order sales from the farm sections in and around Marysville have shown a sizable increase over the same period a year ago.

## STILL AN EXPERIMENT

From the headquarters of Montgomery Ward & Company, at Chicago, the word comes that the merchandise display idea is still regarded as an experiment, the success or failure of which cannot be pronounced in certain terms for some time to come. It is known, however, that the executives of the company are pleased with the reception given the Marysville exhibit. They have found sales in the three lines offered fully up to expectations and mail orders originating at the exhibit have led them to believe that the merchandise display experiment is going to prove a business builder.

More than anything else of a favorable nature, the attitude of Marysville merchants has assured the Ward people that their experiment is going to be allowed to work out unhandicapped with animosity. Some retailers, it is true, have urged that the mail-order display exhibit meant new competition and a harder fight for profits than ever before. They

have shouted to their neighbors that the mail-order houses had never done anything to advance or improve any community and argued that to the contrary they reached into the pockets of local merchants and took their profits out of town. But those sentiments have been expressed by an almost negligible minority in Marysville.

On the Friday night preceding the Marysville opening, members of the Chamber of Commerce were invited to call at the Ward display rooms. They spent three hours looking over the merchandise there. "We found them unusually cordial," one of the Montgomery Ward officials tells PRINTERS' INK. "They told us they believed we were enlarging the trading radius of the town. The mayor of the town made a little speech in which he said that all of them expected to profit from our decision to locate there. The affair turned out to be an epochal event in mail-order history. Since then, we have tried to make it plain that we consider ourselves part of that community. We have joined the Chamber of Commerce and the Rotary Club. We were invited to take part in Marysville's Labor Day parade and did so, entering a float and offering a prize.

"Customers have been critical of us. They have been interested to see if we meant what we said in our advertisements. A farmer came into the exhibit room one night with a chip and a couple of tires on his shoulder. Four or five of his friends trailed along. He wanted an adjustment and apparently was somewhat intent on making a pretty hard bargain. Our clerk looked over the tires, ripping them apart and making as thorough an examination as he knew how. Finally he said, 'You'll get two new tires for these and they'll cost you \$3.10 apiece.'

"The farmer's expression changed. The argument that he was all prepared to deliver vanished. The whole incident took perhaps five minutes. In that time we made a half dozen good friends. Another tire came back for adjustment and Andrew Young, our

vice-president, handled the matter. From the serial number he knew the tire was at least four years old. The owner said it had run less than 6,000 miles. For a time the purchaser took the position that he ought to have a new tire without cost but finally when Mr. Young left the matter of adjustment entirely up to him he said he thought a new tire at 25 per cent discount would be about right.

"Incidents such as these indicate that buyers are sounding us out. They are testing us to see if we mean what we say about giving satisfaction or money back. Our month of doing business at Marysville has been characterized by a willingness on the part of the community to accept us and cooperate with us."

#### EXHIBITS ARE NOT STORES

Much has been written about Montgomery Ward's intentions to extend the number of items sold over the counter in the exhibit stations and the likelihood of the company gradually converting its exhibits into a full-fledged chain of stores. If there is any term in connection with the entire plan that is distasteful to Theodore Merseles, president of Montgomery Ward, it is the word "store." Mr. Merseles insists that the exhibits are not stores in any sense of the word. They are displays or expositions, he explains, where customers can be given some idea of the range and character of merchandise that the house lists in its catalogue. As far as can be gained from conversation with company officials there is no immediate intention of entering the chain-store field.

Both the Marysville and the Plymouth displays do carry stocks of automobile tires, tubes and batteries for immediate delivery. They are sold just as in any retail tire establishment. Mr. Folker says that radio batteries may be added later but there is no present indication of any general branching out that will include other lines.

Within two or three weeks, another display will be opened at Little Falls, Minn. After that



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## Now---for a remarkable fall selling season for RADIO!

**A**LL summer, during the supposed low ebb of radio interest and enthusiasm, The Indianapolis News has carried its full editorial columns on radio programs and news unabridged. Many newspapers cut down on radio news in the summer. The News does not, because Indianapolis and Indiana fans are alert and interested the year round.

The radio page is a service to the reader. The News has never spared any expense to make that reader service supreme in this field.

Radio merchandisers are assured of a remarkable fall selling season in the Indianapolis Radius. And they know how to go after volume sales in this remarkably rich market. Last year the News carried twice as much national radio lineage as all other Indianapolis newspapers combined (6 issues a week against 13). In the first 8 months this year *three times as much!*

Many manufacturers are already reserving space for the special tabloid Radio Exposition Section of The Indianapolis News, October 23rd, two days before the opening of the show

# The Indianapolis News

FRANK T. CARROLL, *Advertising Director*

New York  
DAN A. CARROLL  
110 East 42nd St.

Chicago  
J. E. LUTZ  
The Tower Building

---

time, the company plans to call a temporary halt, the better to digest the experience it has gathered. Probably within the next year the company will open from fifty to sixty permanent displays, a number of towns having already been chosen. The company's policy is to look over a large number of towns in a section where it is desired to open an exhibit. These are studied and the greatest secrecy is observed until just before full details are ready for announcement.

Eighty cities were considered and surveyed before Ward's chose Marysville. Sixty-seven towns in Indiana were looked over before Plymouth was picked as the best location in the State. In each case, the company was already selling to many thousands of customers in the vicinity of the town selected and was not, as a matter of fact, a newcomer in doing business with people living in the trading zones centering around these towns. The big advantage that Ward is able to offer these customers now is that of seeing and examining the merchandise described in the catalog instead of asking them to rely entirely on illustrations and the copy writer's presentation. The buyer who hesitates to order "sight unseen" no longer finds an obstacle to buying when he has had a chance to satisfy himself in advance as to the appearance and quality of the wanted merchandise.

The merchandise display has also reduced resistance to buying by mail in another important respect. Clerks in the exhibits are ready to assist visitors in writing their orders correctly, taking their cash or checks in payment and forwarding the order to the nearest branch house for delivery by mail. Although the big mail-order houses have done everything in their power to make ordering simple and easy there is no doubt that many people are deterred in buying by the necessity of thumbing through a bulky catalog and running the chance of making an error in writing their order. They appreciate being relieved of this effort. It is not so

different from buying over the counter in any retail store when there is a trained clerk on hand to make certain every detail is handled correctly.

Advertising is playing a major part in getting the desired contact between patrons and the mail-order house. In fact, one of the first steps taken on entering a town is the placing of a full year's contract for advertising in the local newspaper. The exhibit's windows are carefully dressed and the merchandise changed every three weeks. The Marysville and Plymouth displays use large electric signs. Inside the exhibit is a cozy rest or lounging room for visitors. Back of this come the merchandise displays themselves on either side of a broad aisle with the business office in rear of these. It is here that orders are handled when the visitor wishes to place an order; no one is solicited to order at any time. At the extreme rear of the store is the department where retail sales in tires, tubes and batteries are handled.

#### GARMENTS TO BE DISPLAYED NEXT

The first display of merchandise at Marysville included many household and farm equipment items. No wearing apparel was shown but the second installation will consist almost entirely of garments for men, women and children. For a time it was planned to stage a sort of style or fashion show in the Marysville auditorium with models exhibiting the clothing. This idea has been abandoned. However, from time to time the company will hold special merchandising events such as stove week, house furnishings week and so on under the direction of specialists from the various branch houses.

In commenting on the general effect of the Marysville exhibit on business in that area, one merchant pointed out that the section had always been a good mail-order market. He doubted if competition from the mail-order houses would be any more severe than it had been in the past. Most of the retailers in that section

You will enjoy reading these articles  
in the October

## VANITY FAIR

### "Suzanne Lenglen"—

by Mary K. Browne—A critical estimate of the spectacular Frenchwoman by the most recent convert to professional tennis.

### "The Perversion of Values"—

by Aldous Huxley—The rapid alteration of national standards now taking place in the United States.

### "London Passion for American Players"—

by Alexander Woolcott—At least one class of Americans not unpopular overseas.

### "Real Golfing Flattery"—

by Bernard Darwin—Many English Golfers are adopting the American swing.

### "The Informatory Double"—

by R. F. Foster—The exact strength required for a one-trick bid—one of a regular monthly series on practical bridge.

## VANITY FAIR

*One of the Condé Nast Group*  
*All members of the Audit Bureau of Circulations*





ARLINGTON is an independent community on the map, a populous section containing 24,943 people. Yet in the map of trade it is but a part of Business Boston. Here live commuters and those who serve their home needs. You cannot distinguish these people from those who live in Boston itself.

### *Divided strength*

While these 40 cities form Business Boston and are apparently a single unit, actually this vast market is divided by an invisible line into two great population groups. These groups differ in sentiment, tradition and origin. They feel and think differently, read different newspapers, are influenced by different appeals. This population diversity is so strong that no single newspaper can appeal successfully to both groups.

To reach both of these population divisions, at least two newspapers must be used—the *Herald-Traveler* and one of the other three leading papers. For three of the four major newspapers in Boston appeal to one group, while the other is covered by the *Herald-Traveler* only. A glance at all four papers will convince you of this.

It is important for you to know more about this strange situation. Let us send you our booklet, "Business Boston." Read it, and you will be ready to enter this market with success assured. Send for it today.

## BOSTON HERALD-TRAVELER

Advertising  
Representative  
George A. McDovitt  
Company  
250 Park Avenue,  
New York, N. Y.  
914 Peoples Gas  
Bldg.  
Chicago, Ill.



For five years the *Herald-Traveler* has been first in National Advertising, including all financial advertising, among Boston daily newspapers.

# 37,000,000 Children!

The population charts show approximately this number of children, under fifteen years of age, in the United States.

And speaking of children;— we have created some interesting examples of how they may be added to your sales force.

Samples to interested executives upon request.

## Charles Francis Press

461 Eighth Avenue      Telephone Lackawanna 4300

Printing Crafts Building, New York

have done little to meet any added competition.

It is true that Marysville and the country for forty miles around have always been good mail-order territory. Montgomery Ward sold to thousands here before the exhibit plan was ever broached. The same fact holds good for the Plymouth, Ind., section. Ward had 25,000 buyers on its books living in and around Plymouth to whom invitations to attend the Plymouth opening were sent. The merchants here, and in all of the towns where displays are to be opened, all know what mail-order competition means.

One thing that these display stations seem to be doing for the merchants is worth mention. More people than ever before are visiting the local dealers. They have a new opportunity to sell to far more people than they had before Montgomery Ward started its experiment. And they appear to realize something of what that means.

Marysville had one of the largest crowds in its history when Ward opened up there. Since that time, people have kept coming in greater numbers than anyone expected. Plymouth, Ind., a town of some 5,000, had nearly 8,000 visitors at the opening. Naturally, they cannot buy all their needs through Montgomery Ward and the local merchants are beginning to see that fact. That is why they have dropped any incipient "viewing with alarm" moods and are reporting that the buying radius of their town has suddenly extended itself.

So far, retail business in Marysville and Plymouth has been helped more than harmed by the Montgomery Ward experiment. These communities have, accordingly, taken a cordial, instead of a hostile, attitude. The Ward executives are gathering all the data possible, watching for reactions and using all the information they can get to learn what sort of merchandise mail-order buyers want. Until they make some announcement as to future policies, one guess is as good as another as to what they are going to do.

At present, the indications are that no general system of chain stores is planned and that after the Little Falls, Minn., exhibit opening no more locations will be announced until the company has figured out just what the first three displays have accomplished.

### Insurance Advertising Conference to Meet

A meeting of the Insurance Advertising Conference will be held at Detroit on October 18 and 19. "Helping Our Agents Sell" is to be the principal theme of the program.

E. S. Raymond, vice-president of the S. S. Glass Corporation, Detroit, will speak on "The Advantages of Company Advertising." A talk on "The Results of Trade-Paper Advertising for Three Years" will be given by S. C. Doolittle, of the Fidelity & Deposit Company, Boston.

The chairman of the program committee is C. E. Rickerd, advertising manager of the Standard Accident Insurance Company.

### McGraw Fund for Industrial Marketing Research

The McGraw-Hill Publishing Company has established a fund of \$5,000 a year to be known as the James H. McGraw Fund to Aid in Improving Practices of Industrial Marketing.

The fund, which is given in honor of James H. McGraw, is being established at the Harvard Business School for the collection of cases in industrial marketing and advertising. The fund will provide an opportunity for the school to investigate some of the problems of scientific marketing practices.

### James G. Scripps Interests Buy Utah Papers

The James G. Scripps newspaper interests have purchased the Provo, Utah, *Evening Herald* which has been edited and published for the past two years by W. H. Hornibrook. The transaction also includes the transfer of the Springville *Herald*, a weekly. The papers will be published by a local board of which N. Gunar Rasmuson, city editor of the *Evening Herald* for the last few years, will be chairman. Mr. Rasmuson becomes editor and publisher.

### New Electric Washer to Be Advertised in Newspapers

The Multnomah Iron Works, Portland, Oreg., has completed plans for the manufacture of an electric washing machine. The new machine will be advertised in newspapers in a campaign to be directed by the Adolph L. Bloch Company, Portland advertising agency.

# British Government to Advertise Imperial Products

There May Be Available an Appropriation of \$2,500,000 for This Year

By Thomas Russell

London (England) Correspondent of PRINTERS' INK

THE economic situation created by the settlement of war debts, which Britain is paying to the United States and is not collecting from her allies, makes it important for the balance between exports and imports to be favorable to this country. Otherwise, the stability of the sterling exchange will be imperilled.

Britain is importing more goods than can be desired from this point of view, and not exporting enough. Of course, the payments on American account can only be liquidated in goods and it does not matter whether exported merchandise to this value goes to the United States or elsewhere. The important thing is that someone outside Britain shall owe someone inside Britain this amount in excess of what is owing abroad for imports. One way to raise the value of exports relatively to imports would be to reduce the quantity of imports by means of a tariff, and take advantage of this opportunity to promote trade in general between the mother country and her dependencies overseas.

From time to time, attempts have been made to set up a kind of Imperial *sollverein* composed of Britain and her dominions overseas, but these self-governing dependencies are not willing to copy the mother-country's tariffless policy. The Baldwin Government, now in power, would like to put protective duties on home manufactures, and though elected with a pledge to the contrary, has already done something in this line. But the electors will not have a tariff at any price, and efforts are therefore being made to promote inter-imperial trade by other means, to include advertising designed to sell the manufactures of Great Britain to the Colonies

and Colonial produce to the consumer at home, incidentally replacing, in this way, many articles at present bought from the United States.

Every three years, the Prime Ministers of the British dominions meet the Cabinet in London, and advantage is to be taken of their conference in October to develop an Empire Marketing Board, which has been sitting in embryo since May.

Speaking in Parliament this summer, Mr. Amery, Secretary of State for the Colonies, said that as the Government could not set up preferential tariffs, it was intended to deal with the matter in another way by devoting £1,000,000 in a normal year, and £500,000 in the remainder of the present year, to the promotion of Empire marketing schemes by means of advertising.

## RADIO MAY BE USED

What this advertising will amount to is not yet quite clear; but there is reason for some suspicion that the press agent may gather in some of the money. Mr. Amery continued:

"We are having the ground very carefully explored to see what we can do through the press and through broadcasting, and also through the education of the public in what Imperial development means."

This is more reassuring than it looks, and several London advertising agencies have been called into conference and are believed to have submitted estimates for paid space on a large scale. Considering that radio advertising has been interdicted by the Government, the inclusion of it in a publicity scheme is rather rich.

Money has already been ad-



# Four Million People

reside within the TRUE  
Chicago market—Chicago  
and its forty-mile radius

That's a pretty sweet market in itself.

The big home newspaper of this market is the Evening American with 94% of its great reader audience concentrated within Chicago and suburbs.

Concentrated buying power and concentrated coverage makes *low cost, big volume* selling possible.

That's why the Evening American should be the back-bone of any campaign involving the use of Chicago newspapers.

## CHICAGO AMERICAN

A good newspaper

LARGEST CIRCULATION OF ANY CHICAGO  
EVENING PAPER AND THIRD IN AMERICA

vanced for some preliminary work. The Ministry of Agriculture has £40,000 to spend for a wide investigation of domestic marketing methods, probably in relation to butter and cheese. Transport is also being investigated. Other research by what are called a number of brilliant workers at Cambridge is devoted to cold storage and £25,000 has been allocated to this. The presence of certain minerals in the soil, though almost infinitesimal in quantity, is believed to affect the nutrition of cattle and sheep: £10,000 is being spent to investigate this, partly in Scotland and partly in the African colony of Kenya.

As the Minister for the Colonies said, the Empire Marketing Board has two jobs on its hands. One is publicity, to help the British public to realize the extent to which the supplies that it needs may be secured within the Empire, of good quality and at a reasonable price. The other is to insure that when the supplies are asked for, they will be there.

This sounds like an advertising and selling campaign of the first magnitude, to sell the produce of the British Empire to British citizens, and if those in charge of it are properly guided in a technical way it should have good results. The first piece of copy cannot be called impressive, in this sense. It takes the form of a postal obliteration mark and the message reads "British Goods Are Best."

### G. W. Freeman with Doremus Agency

George Willard Freeman, who for eight years was associated with the Corday & Gross Company, Cleveland, as director of advertising service, has joined the staff of Doremus & Company, New York advertising agency, as an account executive.

### To Advertise New Cabinet Heater

The Stover Manufacturing & Engineering Company, Freeport, Ill., is conducting a newspaper and business-paper campaign on the Stovola, a new cabinet heater. The campaign is under the direction of the Burnet-Kuhn Advertising Company, Chicago.

### Co-operative to Market Trade-Marked Poultry

Poultry will be the latest addition to the list of packaged and trade-marked products advertised to the public when the plans of the Lake Region Co-operative Egg and Poultry Exchange, St. Paul, are carried into effect, according to the Department of Agriculture. The Exchange operates plants at St. Paul, La Crosse, Wis., and Winnebago, Minn.

After the poultry has been fed, killed and dressed, the Exchange plans to pack it in boxes containing twelve birds each. On the breast of each bird there will be placed an attractive label carrying the name of the association. Efforts will be made to develop a demand for the poultry by advertising it under the trade-name, Lake Region Delicious Milk Fed Poultry, and attention will be called to the association's grading and packaging standards.

### New York "Evening Graphic" Adds to Staff

J. Bain Thompson, for the last fifteen years with the Benjamin & Kentnor Company, publishers' representative, has joined the national advertising staff of the New York *Evening Graphic*. Edwin T. Burke, formerly with the *Automotive Daily News*, New York, has also joined the staff.

George E. Mainardy, of the *Graphic*, will now cover the Philadelphia and Southern territory.

William T. Metz, for the last thirty years with the New York *American*, has joined the *Graphic* as classified advertising manager.

### John Cambridge Joins Batten Agency

John Cambridge, formerly with N. W. Ayer & Son and Marquis Regan, Incorporated, has joined the staff of the George Batten Company, New York, as a member of its marketing department. More recently Mr. Cambridge has been with Moser & Cotins, Utica, N. Y., advertising agency.

### "Hotel Bulletin" Appoints D. J. Adams Eastern Manager

The *Hotel Bulletin*, Chicago, has appointed D. J. Adams as Eastern manager at New York. Mr. Adams, who was recently with Olmstead, Perrin & Lefingwell, Inc., New York, succeeds Peter L. Boggiano. Mr. Adams was formerly advertising manager of the Mentopine Corporation, Philadelphia.

### A. M. Drake with "Chain Store Age"

A. M. Drake has joined the Chicago office of *Chain Store Age*, New York. He was formerly manager of the radio department of the Chicago *Evening Post*.



## CONTROLLED CIRCULATION

With its circulation among the wealthy and socially prominent, Harper's Bazar offers great advantages to those advertisers whose best market lies within this distinguished group. Here is a magazine, artistically beautiful, which is edited solely from the aristocratic viewpoint. Everything in it reflects the life of the people who read it. To these people of prominence and wealth, whose interests are thus featured and reflected, the luxuries you sell are every day necessities.

## Harper's Bazar

119 WEST FORTIETH STREET • • NEW YORK CITY

MEMBER

AUDIT BUREAU CIRCULATIONS

A Middle Western subscriber to  
**THE COUNTRY GENTLEMAN**  
recently wrote to the editor:

*"I have often noted  
that though your editorial  
offices are in  
the East, you seem to  
have quite accurate  
information in re-  
gard to agricultural  
problems and con-  
ditions in all parts  
of the United States."*

**B**ECAUSE *The Country Gentleman* has a truly national viewpoint, it has a truly national circulation—1,300,000 families who read it each month and like its articles on big national farm questions—as well as its stories and technical departments.

# *The* Country Gentleman

*The Modern Magazine for  
Leadership Farm Families*

**THE CURTIS PUBLISHING COMPANY**  
INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

Advertising Offices: Philadelphia, New York, Chicago  
Boston, San Francisco, Detroit, Cleveland

---

**if automobile  
and real  
estate advertisers  
find Sunday  
newspapers  
good sales media  
for large  
money units, why  
don't more  
general national  
advertisers  
cultivate the  
Sunday field—  
Detroit Times  
over 300,000.**

# Getting Wholesale Salesmen to Prolong Selling Seasons

It Can Be Done, but Manufacturers Had Better First Make Certain That Their Plans Are Sound

By Rudolph Tenk

President, Tenk Hardware Company (Wholesaler)

**C**OMPLAINTS have been made by manufacturers who sell through wholesalers that the retailers do not prolong the selling season on seasonable items so long as they should. They feel that the wholesaler, and particularly wholesale salesmen, should devote more time to lengthening seasons.

Now, there are some articles of merchandise which can be sold only at certain seasons of the year, and on such it is useless to devote any effort after that season. There are many others, however, on which the retailers most certainly could make enough sales after the active season is over to justify the effort.

Without going into detail on various lines I will take a few items from the hardware line which will serve to illustrate the points I wish to make.

Refrigerators have been considered a strictly seasonable line. They are sold principally by hardware stores during spring and summer. From our own experience we know that many merchants have not put the selling effort back of refrigerators that this line deserves. Many do not put them on display in advance of the hot weather, and then, before the summer is over, they usually reduce the price in order to move the few they have left.

While it is sound merchandising to move—even by special prices—merchandise that cannot be sold after a certain brief season, the hardware merchant should maintain a small assortment of refrigerators the year round, for the reason that the American people have changed their habits, and many families now keep their refrigerator in service all through the year. Then, there are others who do so at least until the very cold

weather sets in. Consequently, while the best selling season for refrigerators is during the spring and early summer, some of them are sold during other parts of the year.

The hardware merchant would not be justified, of course, in keeping his refrigerators in the front part of his store during the fall and winter. He should move them to some part of the store where they can be properly shown to any customer who may be interested.

Formerly, electric irons were sold almost exclusively during the summer season, but since more and more homes are equipped with furnaces or some other heating plant, the old-fashioned cook stove is being used less, and the electric iron is in service the year round. For this same reason, many oil and gasoline stoves are now used in the winter as well as in the summer.

The washing machine is another article that was formerly used more in the summer time than in the late fall and winter, but with the coming of the electric washing machine this, too, has become an article which can be sold all year.

## STUDY THE CONDITIONS

If manufacturers would make a more careful study of the conditions under which certain articles must be sold, instead of being governed largely by their desire to sell, much more could be accomplished, because then they could direct the efforts of the salesman so that the suggestions made by him to the merchants would be practical.

The wholesaler should make a study of his lines so as to determine where it would pay retailers to put forth selling effort after the active season has passed. He should then instruct the salesman thoroughly as to the method the

retailer should employ to display and feature these lines after the active season.

One thing that has done much to discourage the wholesaler's salesmen in work along this line, is that some manufacturers, in their desire to prolong the selling season, have made suggestions, even demands, that were not only impractical, but which would be unprofitable for the dealer to carry out.

I have a case in mind which will illustrate the point. Recently, a refrigerator manufacturer tried to persuade wholesalers, in sections of the country where refrigerators can be sold successfully only during the warm weather, to urge their salesmen to induce the hardware merchants to carry a liberal assortment of refrigerators throughout the year. Some radio manufacturers have tried to convince retail merchants that radio sets can be sold almost as successfully during the hot weather as they can during the fall and early winter. While this may be true in a few isolated sections, it certainly does not apply to the country in general.

#### HUMAN NATURE DOESN'T CHANGE

Even if radio transmission and reception have been improved to such an extent that sets can now be used satisfactorily throughout the year, human nature still remains much as it has been, and the urge to get out in the open and away from towns and cities during spring, summer and fall is as strong as it ever was. In fact, it is even stronger now that the automobile has made it so easy and enjoyable for people to get away, not only when the weather is pleasant, but also when the weather is hot. To these people, a ride in the country, or a picnic in some out-of-the-way place, is more alluring than the best concert or lecture that was ever broadcast for radio reception. All of these phases must be taken into consideration when we attempt to prolong the selling season.

One of the greatest mistakes many merchants make is in failing to display, in a prominent place, the various seasonable lines as the

season for them arrives. This is where the wholesaler's salesman should get in his work. The salesman who does his job well will have anticipated the needs and sold his customers seasonable lines early. The wholesaler has shipped these orders in advance of the season, and when the salesman finds that the merchant has not put these goods on display before the active selling season is on, he should offer to assist the merchant in arranging his display. He should then explain carefully to the merchant and his clerks the merits and selling points of the article.

In this, we believe that wholesale salesmen have fallen short of doing their full duty. Many salesmen will do all they can to get a merchant to buy a line, but they feel that when they have secured an order their duty has been done. We feel that it is a salesman's duty to help the merchant in selecting his lines, but that his duty does not stop there. He should know his lines thoroughly, and understand modern merchandising methods so well that he can help the merchant do a profitable business on the goods which he, the salesman, has sold the merchant.

It is unwise, in fact foolhardy, for a wholesaler to attempt to persuade the retailers to do things which, in the end, will result in failure and disappointment to the retail merchant. Both the manufacturer and wholesaler should give these phases more careful thought. They should familiarize themselves, not only with the habits and customs of the people living in the section in which they are attempting to prolong the sale for certain seasonable items, but they should also learn whether the income of enough of the prospective users is such that they will buy even after the buying urge has been created. It has been our experience that too often a manufacturer will set up as an example the work done by merchants in a few isolated cases, and then try to make other merchants believe that they can do likewise. Both the manufacturer and the wholesaler should always be reasonably sure that any selling plan suggested to



# They SLAPPED His Back

EARS red, eyes laughing, he palmed his protest.

"Just a matter of arithmetic," he insisted. "I had a hunch that you were ready to kill the fatted calf for a set of sales figures like this. So I pawned my wife's jewels, bought me a ship, and discovered a new land—with two million inhabitants who had never heard of Pepsodent before!"

"But they had open minds and pockets jingly with new wages. . . . A new market of 2,000,000 prospects is bound to send home nourishment to any self respecting set of sales figures!"

\*\*\*

"The pulling power of True Story seems almost phenomenal," writes Pepsodent in a letter summing up the situation.

It is to be expected. Here are 2,000,000 men and women who never read national magazines before. (They eat and dress and play like you and I—but they never could appreciate James Branch Cabell). For the first time in their lives they have found literature so simply written that they rush to pay a quarter at the newsstands for it—2,000,000 of them—every month.

For the first time in their lives they are saying hello to the advertised goods they meet in its pages.

# True Story

the NEW market

GAZINE

31

30-day Test FREE  
And the Coupon



**Now!—A new way  
to lighten cloudy teeth  
and without bleaching or harsh grit.  
The way foremost dentists now are urging.**

**DEAR TRUE STORY**—"dental" papers give you the following: "The most important reason for making cloudy teeth disappear is avoiding them. . . . After the 30-day test, you can wash a few minutes in your mouth, and add a reasonable amount of Pepsodent to your toothbrush." The office goes a step further, showing the new method, according to dental authorities, of all dental treatments to yourself, and the coupon. **P.S. 14-year warranty:** Show it to your teeth and your troubles. Dental advice now means more of health and good looks, directly or indirectly, as a guarantee. See this one at your dentist.

You can't see it with your eyes, but you can feel it. When your teeth are clean and white, you'll find that Pepsodent is the answer.

The first dental consultation from a dentist is why. It's the only way to get the best results. Write to us, and we'll send you a free copy of the True Story magazine.

**FREE** Mail order for 30-day Test  
THE PEPSODENT COMPANY  
P.O. Box 100, New York, N. Y.  
Send to:  
Name \_\_\_\_\_  
Address \_\_\_\_\_

**Pepsodent**  
The World's Greatest  
Toothpaste



**TRUE STORY  
IS BOUGHT  
EACH MONTH  
BY MORE  
PEOPLE, FOR  
MORE MONEY,  
THAN  
ANY OTHER  
MAGAZINE IN  
THE WORLD.**

Any new market deserves the attention of men who like to be slapped on the back for boosting sales. But 2,000,000 . . . a new market of 2,000,000 men and women . . . cannot be ignored by anyone!

Write for a sample copy of this new-day magazine today. Let the strip below remind you.

1926 Broadway, N. Y. C.

the retailers can be worked out successfully under the conditions under which most merchants have to work.

Manufacturers of electric heaters, oil heaters or gasoline grates should not conclude that because these articles can be sold successfully during the summer in cities like San Francisco, or other parts of the country where the nights are cool during the summer, that these same articles can be sold in all sections of the country in sufficient number to justify the effort, even where no artificial heat is required for many months.

I am convinced that if manufacturers would analyze conditions in various sections of the country more carefully, before they urge the wholesaler to put forth his selling efforts, the manufacturers would meet with far greater success, and save the expense and energy now expended in trying to accomplish that which is absolutely impossible, or at least very unprofitable for the merchant.

I realize fully that wholesalers have not done their full part in helping the manufacturers to prolong the selling season, but more progress along this line would have been made if some manufacturers had not persuaded wholesalers and retailers to do that which was impractical and unprofitable for both.

### G. W. Whiteside with Curtis Publishing Company

George W. Whiteside has joined the Chicago office of The Curtis Publishing Company as a representative for *The Ladies' Home Journal*. He was formerly with the Chicago office of *Better Homes and Gardens*.

### Bond and Mortgage Account for Charlotte Agency

The Southeastern Bond & Mortgage Company, with offices in several Southern States, has placed its advertising account with Elias C. Lyndon, Inc., Charlotte, N. C., advertising agency. Newspapers will be used.

### With Harrison-Tobias

William R. Stearns, formerly with G. Allen Reeder, Inc., New York, has joined Harrison-Tobias, Inc., advertising, also of New York. He will be in charge of the copy and art departments.

## Employing Printers Plan Course for Laymen

Practically every advertising agency or manufacturing company with its own advertising department, has in its employ one or more people who are known as production men and whose work is concerned chiefly with the mechanical production of advertising, states John Clyde Oswald, managing director of the New York Employing Printers' Association in a statement announcing a new addition to the courses of instruction which it conducts.

These people have contact with technical men in the various branches of printing and must speak the language of the compositor, the electrotyper, the engraver and the pressman. In order to serve their firms well, Mr. Oswald continued, they must know something of the mechanical processes of printing and engraving.

Recognizing the value and need of such knowledge to these people and also to artists, layout men and others, the association has added a course to its curriculum known as "Elements of Printing and Printing Processes." This course will be given by Irving B. Simon, managing editor of *Physical Culture*.

## Advertised Promises Should Be Sacred as an Oath

E. F. Moore, of the Beneficial Operating Bureau, Philadelphia, in addressing the National Convention of the American Industrial Lenders' Association, at Cleveland, stated that an advertiser has a moral obligation. He said: "Any industrial lender's advertisement should contain information that is helpful to the customer, it should show him where he can obtain small loans but in no sense should it contain any statement that would entice him to borrow any money unless he could realize some profit in the transaction. Eighty-six per cent of the people have no banking credit and we should teach them to become thrifty. In my judgment an advertisement should be as sacred as an oath in court."

## Sterilac Account for White Agency

The Frank B. White Company, Chicago advertising agency, has been appointed sales and advertising counselor for The Sterilac Company, North Chicago, Ill. Sterilac is used for general farm purposes as a deodorant, disinfectant and antiseptic. Poultry and dairy papers and direct mail will be used.

## B. H. Horchler with C. J. Nuttall

Bennett H. Horchler, recently with *Automobile Topics*, New York, has joined the sales staff of C. J. Nuttall, trade-paper representative, also of New York.

# The Evening World

NEW YORK

## Filling New York's Abundant Larder!

**F**EW classifications so unerringly point the way to home circulation as the advertising of Food Stuffs. The housewife keeps the family cupboard filled, and she is guided in her buying by the advertising in her favorite newspaper.

During the first six months of this year THE EVENING WORLD gained more Food Stuff Advertising than any other paper, morning or evening, in Greater New York.

The gain or loss record of the leading papers is, therefore, an important indication of their home appeal:

### Food Stuff Advertising

First Six Months of 1926

Papers	Agate Lines
THE EVENING WORLD . . .	68,382 Gain
The Sun . . . . .	29,072 "
Evening Post . . . . .	1,782 Loss
The Journal . . . . .	2,350 "
The Telegram . . . . .	4,806 "

THE EVENING WORLD'S consistent performance in Food Stuff Advertising points the way to the adequate and efficient coverage of the New York City home.

PULITZER BUILDING  
NEW YORK

TRIBUNE TOWER  
CHICAGO



*The Favored Evening Newspaper in the New York City Home*

"That sounds practical;  
—I can do *that*!"

A THIRD of a century ago many farmers sneered at "book farming," and not without reason. Theory too often took the place of experiment and practical experience. Farm folks are still chary of untried theory. But they are keen to adopt methods that have been proved on other farms.

# Capper's F

SELL  
-THIS-  
TERRITORY



Thru-  
Capper's  
Farmer

**P**ROVED on other farms! That's why Capper's Farmer is the most powerful farm influence on the farms of the Midwest and Southwest. It "sounds practical." It is practical because it is made by practical farmers for practical farmers:

# s Farmer

- 50% of its contents comes from actual farmers, who write in farm language of their successes and failures
- 20% of its articles comes from county agents and home demonstration agents
- 4½% of its contents comes by staff writers who visit average farms and write first hand stories of what is doing
- 0% comes from free lance hack writers

It is this intimate relation with the individual farmer that makes Capper's Farmer the power it is in the territory it covers as does no other farm monthly. It's *their* paper.

*Published at Topeka, Kansas, by Arthur Capper*

M. L. Crowther, Adv. Mgr.,  
120 W. 42nd St.,  
New York City

815,000  
Circulation



## Do You Twirl or Really Tune?

**D**O you tune your radio set for definite stations or just twirl the dials and hope for results?

**T**HERE'S "tuning" and "twirling" in advertising too. A "tuned" medium has a definitely classified reader group. Your advertising can be made more specific because your entire group thinks and lives on the same plane.

**F**ARMER'S WIFE advertisers do not have to link city and farm viewpoint. They are not hampered by the man appeal. They have the exclusive attention of 800,000 *farm women*.

## THE FARMER'S WIFE

**A Magazine for Farm Women**

**WEBB PUBLISHING COMPANY, PUBLISHERS**

**St. Paul, Minnesota**

*Western Representatives*  
**Standard Farm Papers, Inc.**  
307 North Michigan Ave.  
Chicago, Illinois



*Eastern Representatives*  
**Wallace C. Richardson, Inc.**  
250 Park Avenue  
New York City

**Member Audit Bureau of Circulations**

# Perhaps That Misfit Salesman Would Star in Another Line

Sometimes the Best Thing a Sales Manager Can Do for a Man Is to  
Fire Him

By A. H. Deute

General Sales Manager, The Borden Company

IN a certain advertising department there was a man drawing \$60 a week. It is a question whether he was worth that much money in that job. Still, he had been there for so many years that nobody had the heart to discharge him. His work was satisfactory so far as it went although it was obvious it would carry him no further. He spent most of his time planning nice little dodgers and folders and display material. The rest of his time was spent in mortal fear of losing his job.

And then one day the blow fell. The end of the world was at hand.

This dire calamity had its inception in an idea that dwelt in his employer's mind for some time. "Jones isn't getting ahead," he said to himself. "He isn't really worth what he is getting. We cannot consider paying him more. The great trouble with him is that he can make up nice booklets and folders which have no great place in our scheme of things. He ought to be working for somebody who can use a great quantity of books and folders. Jones would be happy then and worth a real salary. We ought to try to place him where he can do that!"

And so the blow was struck and Jones was told that in ninety days his \$60 a week would stop.

"What do you figure on doing?" his boss asked him.

"Haven't any idea," was the reply. "Never worked any place but right here. Can't figure out where my experience here is going to help me much!"

And then his boss told him of the importance of adapting his ability to the best advantage and how his forte was making up booklets and folders. Plainly enough, he should fit in wonder-

fully well with the right kind of printer, a printer who could and would feature that type of work.

Between them, they found that sort of printer. Jones went to work for that printer at \$50 a week and a commission. He had nothing to do but plan and design nice booklets and folders. It was a wonderful environment. Coming to the office of a morning, he could glance through a newspaper or look out of the train window at a bulletin board and say to himself: "Well, now, that bank could use just about the kind of a booklet I have in mind. I'll work it out in detail and see what I can do!" And because his work was sound and fine, his ideas produced sizable orders.

All that happened some six years ago. Jones is still at work in the same printing establishment and making more money than he used to think existed in the world. He gets together with his old employer now and then and his favorite comment is: "I never had anything lucky happen to me until you chased me out of my old rut!"

## A GOOD MAN, BUT IN ANOTHER JOB

A territorial manager for a life insurance company was playing golf with his friend, the head of a wholesale hardware house. "Haven't you got a job for a mighty fine man who isn't making a success of selling life insurance?" the former asked the hardware merchant. "He's a man who is primarily a customer's caretaker. He isn't cut out, though, to find the right man whom he can sell a \$100,000 policy. He doesn't think along those lines. If life insurance were sold in blocks of \$50 and he could take 300 or 400 people and sell them a little block

each month, he'd be good. He ought to make a wonderful man calling, over and over again, on a couple of hundred retailers. He'd soon get all their business just because of the attention and care he'd give them."

"I'll make a trade with you," the hardware man replied. "I've a salesman who can't be put in tune with his job. He gets morally tired of living endlessly with the same people. He wants to develop new contacts. He wants more territory every six months, not because he can cover it, but because he wants to meet new people. He's not in tune with the average retail hardware dealer. Your man might be just the one I want and mine ought to fill your bill!"

This resulted in the two men being brought into a conference and each man found himself traded to the other concern. The former insurance man felt that he never would master the devious paths through the hardware price list, but within six months he learned the delights of seeing his retail friends once a month. A poor insurance man is becoming a most successful hardware jobbing salesman. He is suited to that type of selling.

And the former hardware salesman who had to meet new people and plan big operations is working off his imagination and energy and turning it into real dollars by developing a fine string of policyholders. His first thought was that he would starve to death in the insurance field.

A food product sales manager had a young salesman of whom one could say: "He's not good enough to raise his pay but a little too good to fire." But one day the salesman announced definitely that he would have to have more money. He gave many excellent reasons why he should have more money. His employer agreed with him and then said: "You're not going to be satisfied with us, as things are, but you really are not worth any more money to us than you are getting. The trouble is that you are selling

the wrong line. You're a 'once-over' man. You don't like the job of building a territory and pulling your dealers along behind you. You ought to sell something like pianos or automobiles where you can have a constantly widening field of prospects. I'm going to do you a real favor by firing you. Don't try to get another job like this one. Make a connection where your unit of sale is larger, where you may make only two or three sales a month, but where they are sizable. You can be patient for six months or a year with that sort of prospect, but you cannot enjoy selling a man a little order every month and seeing the same group month after month."

This particular individual took the advice to heart and began selling household appliances from house to house. He undertook a type of selling which is exceedingly distasteful to most salesmen, but which to him is most appealing.

One of the essential elements which makes for permanent success in a salesman is the ability to see a future in his job. If he feels he is up against a stone wall, his enthusiasm slackens and his ability to produce business passes. Now, there are two fundamental types of selling jobs. The first consists of selling to a constantly changing field of prospects, making the sale and moving on — pianos, automobiles, cream separators, refrigerators — all those products which, while there may some day be a chance for a repeat sale, require the salesman to be constantly hunting up new prospects. And then there is the other type of selling which is really more a matter of giving a service than closing sales — working a regular territory over and over again, calling on retail or wholesale trade, seeing the same people week after week or month after month.

One day a man came to me for a job. He was selling washing machines. He was making a fairly good living at it, yet he said: "I'd give a lot to have a job that would let me get acquainted with my trade and then live with them. I'm not a quick closer. I have to know my





## Another Peak

THE Times-Picayune, during the first eight months of 1926, reached another and higher peak in leadership and growth. Linage records for this period show an increase of 1,574,095 lines, 14%, over the first eight months of 1925.

This tremendous increase in volume of business is better than a half million lines more than the combined gains of New Orleans afternoon papers.

Maintaining a steady, consistent leadership over all other local newspapers month by month and year by year The Times-Picayune *continues* to dominate New Orleans and its market radius.

## The Times-Picayune in New Orleans

*Member 100,000 Group of American Cities, Inc.*

*Representatives: Cone, Rothenburg & Noe, Inc.*

*Pacific Coast Representatives: R. J. Bidwell Co.*

man before I can sell him. But if I had a job requiring me to see the same group of customers every month, the year around, I'd be happy. I can't get over the embarrassment of breaking the ice. I like to work among people I know. And I know I can do well with them."

He was right. He became a highly successful grocery salesman. The trade looked forward to seeing him on his regular calls. He was more of a personal advisor than just a salesman. His trade valued his help and was glad to give him business. His own idea of his job was not so much to force his customers to buy as trying to help them sell the things they bought from him. Obviously, such a salesman should be working for a house which can give him a chance to work that way.

On the other hand, I recall a youngster of twenty who sold candy for a short time for a Western candy manufacturer. He proved to be a startling and phenomenal business getter. But within three or four months, scores of dealers in his territory refused to have anything more to do with him. He spell-bound them, literally hypnotized them, sold them quantities of candy they were unable to move. At the end of a few months he was heartily sick of his list of customers.

He was simply working in the wrong field of selling. It was not long before he was out of a job. It does not matter here whether he resigned or was discharged. Either way, both sides were well off. That youngster is now one of the greatest sellers of medium-price bungalows in the West. With tremendous energy he hunts out great numbers of prospective home buyers to match up with his list of bungalows for sale. He specializes in bungalows of a certain general type and price. He knows the type of family he seeks for each one of his listings. When he finds a family he deems is a prospect, he decides upon the bungalow he feels it should have and can afford and then he centers all his efforts upon selling

that bungalow to that family. As a candy salesman, at this moment, he would be a distinct liability to any employer. As it is, he is a genuine success because he is in his particular type of selling.

In conclusion, it might be interesting to recount the following: I gave this manuscript to an executive to read. His question was: "How do you folks at Borden's handle cases like this?" That's a fair question and one which should be answered.

In the first place there is an able committee, headed by an executive of the company, giving regular consideration to transferring men from one department to another. In a large organization this is very often possible, and works out to the great advantage of both the man and the company. A mediocre salesman may become an excellent correspondent, while a most aggravating bookkeeper's assistant might have the qualifications which will make him a splendid salesman. This committee assumes the responsibility of saving every possible man for the company and placing him where he can do the most for the company and therefore for himself.

But, unfortunately, now and then there are the cases of men for whom there seems to be no real niche inside the organization. Many a man, in such a situation, is placed with other companies which are known to have use for just such men.

It would not be fair to leave the impression that this is entirely a philanthropic work, however. On the contrary, it is part of the carefully planned sales policy of the company. The Borden Company has something to sell to every man, woman and child in the country. Many a man who has spent some time inside the Borden organization but who, unfortunately, has been unable to fit definitely into the work, has been helped along into some other organization where he is able to make the most of his qualifications and where he remains an enthusiastic booster of his old company's products. It works out two ways.



## *“from the Pyramids*

—to the present, a long stretch of time. Progress has however never abated. Progress invented the great dynamos, banished the “horse and buggy” and this same law of progress has made the Miami of TODAY a greater Miami than it was yesterday.

Through progressive policies, the Herald likewise is growing and daily gains in prestige, circulation and advertising lineage.

Both Miami and the Miami Herald of today are the best of their time in all Florida.

Greater Home Coverage in South East Florida is offered the National Advertiser by the Herald than any other Miami newspaper.

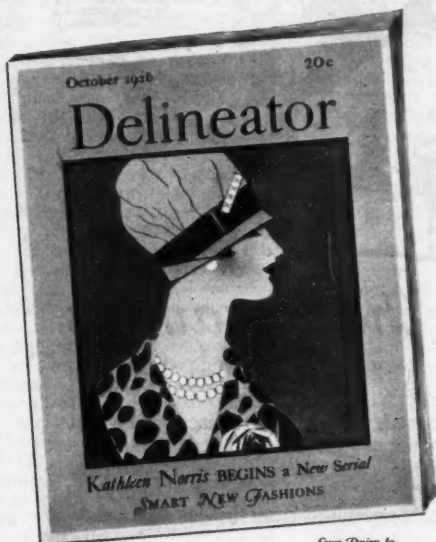
# The Miami Herald

FLORIDA'S MOST IMPORTANT NEWSPAPER

FRANK B. SHUTTS, Publisher

THE NEW YORK TIMES, WEDNESDAY, SEPTEMBER 22, 1926

# Its Readers are Other Women's Leaders



Cover Design by  
Helen Dryden

EVERY woman either leads or follows other women. The woman who leads thinks for herself, has tastes of her own, and knows what she wants and why she wants it.

The woman who follows thinks what the leaders think, takes what the leaders like and wants whatever the leaders want.

Delineator is planned, written, illustrated and edited for the women who lead. As an inevitable result, it is distinctive, in looks and contents, from any other magazine in the women's field.

Delineator's natural appeal is to the wives and daughters of influential business and professional men. It reaches those homes in which men and women alike are the logical leaders of their communities.

In this country today there are, perhaps, three or four million such families. Delineator is read by the women in more than a million and a half of these families.

It is probable that this number will gradually increase. For it is the purpose of the publishers to make Delineator a magazine that will be indispensable to the women of taste and means and knowledge in every American community.

Now on all  
News-stands

The Butterick Publishing Company *New York · Paris · London*

*Two page advertisement appearing*

*in*

THE NEW YORK TIMES, WEDNESDAY, SEPTEMBER 22, 1926

# Pages from Delineator October Number



The Delineator Page has been a constant feature of the Delineator since its first issue and will continue to be so.



Karlson Nette, a young girl, is the heroine of the story on the left page of the Delineator.

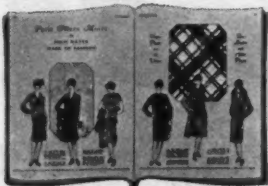
Barberry Bush, a young girl, is the heroine of the story on the right page of the Delineator.



The heroine of the story on the right page of the Delineator is Helen, a young girl.



The Delineator Home Insurance is a new feature of the Delineator, and will continue to be so.



Pete Miller's, a young girl, is the heroine of the story on the left page of the Delineator.

The Delineator, a young girl, is the heroine of the story on the right page of the Delineator.



The Delineator, a young girl, is the heroine of the story on the right page of the Delineator.



The Delineator, a young girl, is the heroine of the story on the right page of the Delineator.



Good to Eat, a young girl, is the heroine of the story on the left page of the Delineator.

Easy to Make, a young girl, is the heroine of the story on the right page of the Delineator.



The Delineator, a young girl, is the heroine of the story on the right page of the Delineator.

in leading Metropolitan newspapers

*"Where Buyer and Seller Meet"*



## *Your City Directory* *-Has User Circulation*

**Reaches the Customer When he is Looking  
for the Information You Have to Offer**

Circulation of a City Directory is not measured by the number of copies distributed, but by the number of persons who consult it.

Being the only book which gives a certain class of information of great value to the buying public, it naturally reaches the readers of all other advertising media—newspapers, magazines, etc., the people who ride in street cars and in automobiles, the busy business man, the man all other media hope they reach, the man who has money and power to buy.

A selling story, properly set forth in

a City Directory, is bound to reach the right people at the right time—it reaches the "prospect" when he is in the buying attitude; it gets squarely and unavoidably before him when he needs and wants it—at a time when, because he is consulting the directory, he is looking for this information.

The City Directory takes up the work where other media leave off. It crystallizes the desire created by general publicity into action at the point of purchase.

For further information, rates, schedules, etc., write



*This trade mark appears  
in directories of leading  
publishers*

**ASSOCIATION of  
NORTH AMERICAN DIRECTORY PUBLISHERS**

Headquarters

524 Broadway, New York City

# Is "Mammy" Telling Too Many Ghost Stories?

Modern Advertising Throws Fear into the Hearts and Minds of the Multitudes

By W. Livingston Larned

WHEN I was a small child, in the old South, I had a genuine, Southern "Mammy." She used to tell two different kinds of stories to "us chillun": the quiet tales which had to do with good fairies and good youngsters, and another kind, dreadful to contemplate.

From a little white-haired negress, human to a degree, she could, on provocation, become a Vodoo Queen, primitive and terrifying.

When the "Missus" was out of ear-range, she would spin such yarns as made our hair stand on end and chilled our hearts. She did it when we were supposedly "naughty" or when we would not go to sleep as she desired.

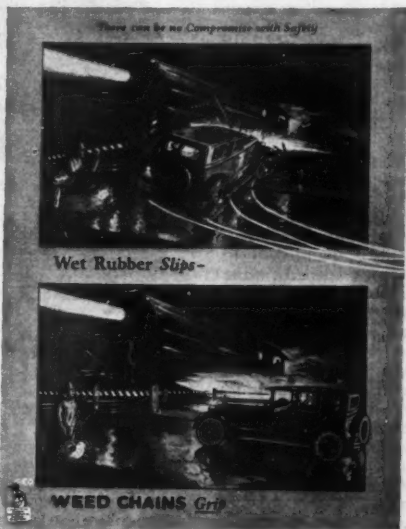
Has modern advertising a tendency to ape this "Mammy's" method?

It seems to me, as I read current advertising, that there is altogether too much of the "fear" element; too much promise of death, accident and disease.

Mind you, I am in no way opposed to the so-called "negative" appeal; there is room for it; but are advertisers allowing this theme to run away with their judgment? Are they laying it on a bit thick? Certain it is that, page after page, campaign after campaign emphasizes grim disaster that chills the heart of the reader. What must be its aggregate effect upon women, and

upon children, who are eager followers of modern advertising?

If we are to believe the modern campaign, death is always just around the corner, and disease stalks us at every step. We are seldom out from the shadow of



THESE ILLUSTRATIONS WILL BRING UNPLEASANT MEMORIES TO MANY MOTORISTS OF SIMILAR EXPERIENCES OF THEIR OWN ON WET PAVEMENTS

some sort of terrific peril which is quite likely to do away with us.

As I read some of these messages of wild alarm, I recall Old Mammy and her stories. The similarity is pronounced. Mammy did it to make us "go to sleep" or to mind her bidding; the advertiser desires to frighten us into buying his wares.

Once, such material was used





horrid and alarming canvases, another burden of horror is added to that which the reader of advertising is asked to carry.

"Flies cause 40,000 deaths each year" is a characteristic headline. Perhaps it is true. The advertiser continues: "There is authority for these figures. We will supply them on request. Yet some scientists do not consider the figures high enough. They point out that government scientists have actual proof that flies transmit thirty different diseases. Moreover, of the half-million children under ten who die each year, the greatest number succumb in the warm months when flies and other disease-carrying insects are most active and infection easiest. For the flies reek with bacteria. They taint everything they touch. Infect food. Cause tens of thousands of sicknesses and forty thousand deaths."

There are pictures of gigantic flies, objectionable as to detail in their microscopic enlargement, clutching tiny babies: the spectre of death and infection stalks through more than one advertising campaign. Is advertising the wisest place for such campaigns? The point is debatable, of course.

WILL COPY LIKE THIS SELL WOMEN?

How many women will want to read such paragraphs as this, however valid and truthful they may be:

"The above drawing was made from a magnified photograph of a fly's foot. It discloses the spongy, bulbous pads. These absorb and carry the filth in which bacteria thrive. The hairs, too, become drenched, soggy, unspeakably unclean. Scientists declare the fly is the filthiest insect known."

This is Science talking. Science has fact on its side. It may be that, eventually, to advertising will be left the great task of making Man care for himself. Other plans have failed. Will men and women read such advertising, however, if its volume becomes too great and menace hangs over so many different messages?

"If you have sons or daughters,"

declares an advertiser of ordinary household salt, "they are very likely to contract goiter before they are 18. This malady is so common that in a great many localities from 20 per cent to 70 per cent of school children are victims."

Not very pleasant reading, is it? Yet this is but one of hundreds of scare advertisements. What is the true power of mental suggestion? What will be the result of so much fear thrown into the breasts of a naturally apprehensive people?

A certain percentage of readers is sure to take these advertisements literally and to heart. The food they eat, the walls, the floors of their homes, the heating plants, the ice chests, the plumbing, the tooth-brush in the bathroom, the motor cars they drive, the house-fly buzzing in a sunny room—will all suggest death, disease, the shadow of hideous calamity.

Several shoe campaigns point out that dread diseases come from improper footwear. Any number of breakfast cereals use as their chief argument the theme of run-down constitutions, ill-health, frayed nerves and what-not. Life insurance companies, in their advertising, not only picture many human frailties and horrors, but describe them with infinite detail.

In the advertising of spectacles and eyeglasses, the copy is so subtle that any mother might well feel that her children are sufferers from some serious eye trouble. We read:

"Recent surveys show that one-fourth of all the school children in the United States are handicapped in their work by defective vision. The child who cannot see his school work properly is almost sure to fail in his examination. Naturally, this failure has its warping effect on character. Abnormal badness and shyness, along with many serious troubles of the nervous system, can often be traced to the same source—poor vision."

Or a famous municipal judge will be quoted, as saying that poor vision is an important contributory cause of juvenile delinquency.

"But," the defender of such copy

will say, "are people to be permitted to go on and on, neglecting themselves? These are campaigns of a helpful and progressive character. They are making America the healthiest, the strongest and the cleanest nation in the world. It may not make pleasant reading but it is accomplishing good."

To which I would reply: "True, perhaps, but what will advertising do to itself in setting up such a vast and complicated and disagreeable task? It is inherent in most people to avoid lectures and all extremely menacing and unpleasant documents. Our schools and physicians and Government bureaus should shoulder this job, it would seem. It was all very well when there was a comparatively small amount of fright advertising, but what will be the reaction to such an overwhelming daily dose?"

The manufacturer of rubber heels will tell you, through the medium of his advertising, that if you do not wear the product, you are endangering your health. The shock to the nervous system of the jar on the spinal column is deadly.

A maker of a special wall paint tells us that all walls are the homes of microbes, ready to bring about our untimely end.

The storage battery advertiser uses pages for a year to picture dangerous accidents which have resulted from stalled motor cars and Death is just a few leaps behind the occupants in every instance.

To go without tire chains is to endanger your own life and the lives of others, with accompanying pictures which leave little to the imagination.

Disinfectant advertising glories in the menace of germ life.

"He would smile, if you called him a gambler," reads a bracketed notice in large type, "for he never risked a penny on the green cloth in his life. Yet three times a day on spotless white table linen, he plays a losing game for the highest stakes in the world. And the tragedy of it all! Because he is successful in his business, he thinks

he is winning. But actually, he is losing, losing steadily, day by day, squandering his priceless health at the table."

Fear again, and plenty of it.

I have found as many as forty of these scare advertisements in a single publication. For one who reads through, casually, sincerely, from end to end, the inevitable result is a feeling of great depression. All is wrong with the world; with our foods and floors and homes and jobs and methods of living. Nothing is safe. A spectre is at every banquet. Nothing we do is scientifically right, it would appear.

"Mammy" told us spook stories to make us "behave." Advertisers are apparently following the same logic. I wonder how the public feels about it.

#### T. P. Collins, Advertising Manager, Milwaukee "Journal"

Thomas P. Collins has been appointed advertising manager of the Milwaukee *Journal*, succeeding the late Ralph A. Turnquist. Mr. Collins has been a member of the *Journal* staff for the last four years as manager of the promotion and service department.

Lewis W. Herzog, who has been assistant to Mr. Collins, will succeed him as manager of the promotion and service department. John E. Dally has been made assistant manager.

#### B. F. Damon Advanced by International Trade Press

B. F. Damon, formerly New England agent of the International Trade Press, Inc., Chicago, has been made Eastern manager with headquarters at New York. Roger Fitzhugh has been appointed assistant to Mr. Damon and will have charge of New England business.

#### Concrete Pile Account for Wilson & Bristol

The Raymond Concrete Pile Company, New York, has appointed Wilson & Bristol, advertising, also of New York, to direct its advertising account. Architectural magazines and engineering publications will be used.

#### Seattle "Union-Record" Appoints M. C. Mogensen

M. C. Mogensen & Company, publishers' representatives, San Francisco, have been appointed national advertising representatives of the Seattle, Wash., *Union-Record*.

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## Distance and Direction

18 holes are 18 holes, whether you drive with direction down the fairway or roam afar in the rough. *How far* is no more important than *where*, when you drive.

Circulation is circulation, whether it be profitably concentrated or profligately scattered. How much you *get* is no more important than *where it goes*.

80,000 of the 95,000 circulation of The Item-Tribune is "city". Your choice must be city fairway or country rough. There are no suburbs, no "trading areas", no "suburban circulations".

*The Item reaches five out of seven and  
The Tribune three out of seven families  
in New Orleans who read any newspaper.*

## New Orleans Item-Tribune

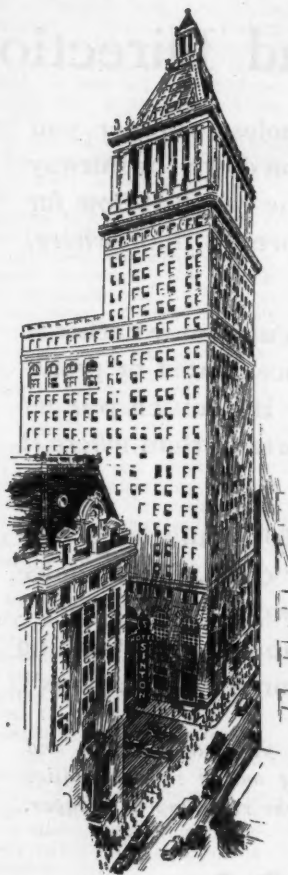
National Advertising Representatives:  
GEORGE A. McDEVITT CO.

250 Park Avenue, New York

Peoples Gas Building, Chicago

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## Four-fifths of the this Building

THIS is frankly an advertisement for financial advertisers, hotels, railroad companies, steamship lines, advertisers of building materials, of automobiles, of real estate and other commodities or services that are sold primarily to people of more than average buying power.

There has just been concluded an office-to-office census of the newspaper circulations in the leading down-town office buildings of Cincinnati. Impartial investigators went through these buildings from tower to basement. They interviewed the presidents of great financial and industrial corporations, professional men, managers, sales people, accountants, clerks, stenographers, elevator men — a complete cross section of the Cincinnati public.

To every one of these the enumerators gave a printed card with nothing on it to indicate the source of the inquiry or to in-

# CINCINNATI

*Member Audit Bureau of Circulations*

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

artin L. M.  
7 Brunswick

# of the people in ing read the Times-Star

fluence the reply. These cards ask merely for specific information as to what daily newspapers the recipients read regularly.

According to their signed statements, eighty and one-half per cent of the men and women who have their place of business or employment in the Union Central Life Insurance Building read the Times-Star regularly. This is a coverage compared to which that of all other Cincinnati newspapers is well nigh negligible.

With 130,562 daily circulation within the city and suburbs of Cincinnati, the Times-Star is reaching approximately eighty per cent of the families within this trading area. It is strikingly significant that the same ratio should hold in what is perhaps the most typically composite center of down-town business population.

This is the character of circulation that represents the most desirable audience for local and national advertisers. These are the people who have buying power combined with buying judgment. It is they who have the desire coupled with the ability to make investments in securities and real estate, to travel in this country and abroad, to own their homes and to equip them with those things that make home life more comfortable, more happy and more beautiful. They are the buyers of automobiles, musical instruments and radio. It is they who patronize the banks and stores of down-town Cincinnati and whose trade is the life-blood of the neighborhood stores within the local circulation area of the Cincinnati newspapers.

# TIMES-STAR

Man  
artin L. Marsh, *Eastern Rep.*  
27 Brunswick Bldg., New York

Kellogg M. Patterson, *Western Rep.*  
904 Union Trust Bldg., Chicago



During the first eight months of 1926 Oklahoma City building permits exceeded \$7,000,000—\$2,600,000 in permits were issued in August alone. Structures planned for erection during the last four months of the year will push this total well past \$10,000,000.

And this is Oklahoma City alone. Throughout the scores of smaller towns in Oklahoma City's territory, parallel activity prevails.

Oklahoma is buying, spending, building, as it never has before. Nation's Business, Brookmire, Babson, Forbes and other economists agree that prosperity is abundant in Oklahoma. Advertising dollars invested in Oklahoma now will yield maximum returns.

## *The* DAILY OKLAHOMAN OKLAHOMA CITY TIMES

*thoroughly and alone* **COVER** *the Oklahoma City Market*

Represented by E.KATZ SPECIAL

ADVERTISING AGENCY

New York Chicago Kansas City Detroit Atlanta San Francisco

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## Six Months of Advertising Increased Pink Salmon Sales 445 Per Cent

## An Industry That Had Fallen into a Precarious Position Is Now Firmly Intrenched

EVER since the World War, the salmon industry of the Pacific Northwest has been burdened with ever-increasing stocks of carryover of pink salmon. On January 1, 1926, the surplus reached the staggering total of 1,509,658 cases, with only a few months before the 1926 pack would be ready for market.

Prior to this year, nothing of a concerted nature had been done by the industry to relieve this deplorable situation, which not only represented a heavy carrying charge, but created a market in which the packers were at the mercy of the buyer.

Though feeling keenly the stress of the situation, the individual packer felt unable to cope with it effectively, and this prompted the leaders of the industry to follow the modern trend of group promotional effort, including a joint advertising campaign. This move was consummated during the latter part of February this year, when the packers of the Pacific Northwest formed the Associated Salmon Packers, with headquarters in Seattle, Wash.

On March 1, this group organization authorized a \$200,000 advertising campaign seeking immediate and increased consumption of pink salmon throughout the country. It was more in the nature of an emergency measure to meet the crisis facing the industry, rather than a permanent program, the campaign being planned for only four months. However, so conclusive were the results, that not only was well-considered advertising vindicated as a means of quick returns, but the campaign was extended throughout the summer months, and the packers have adopted advertising as a permanent policy.

A recent report of the Associated Salmon Packers gives this pertinent information: Five times

as much pink and chum salmon was sold and shipped by the salmon packers in the period concurrent with the advertising drive as in the corresponding first half of 1925, or 1,122,519 cases against 205,930 cases, an increase of 445 per cent.

[illegible]

AN EXAMPLE OF THE COPY THAT HELPED  
PINK SALMON GAIN A PROMINENT  
PLACE ON THE FAMILY MENU

While the annual carryover of pink salmon has averaged 1,000,000 cases ever since the war, it was reduced to 387,000 cases on July 1, 1926, the beginning of the salmon packing year. This represents a reduction in the annual total of about 74 per cent.

In the period between July 1, 1925, and July 1, 1926, the industry sold the equivalent of all the 1925 pack of pink salmon and in addition approximately 750,000 cases carried over from the preceding

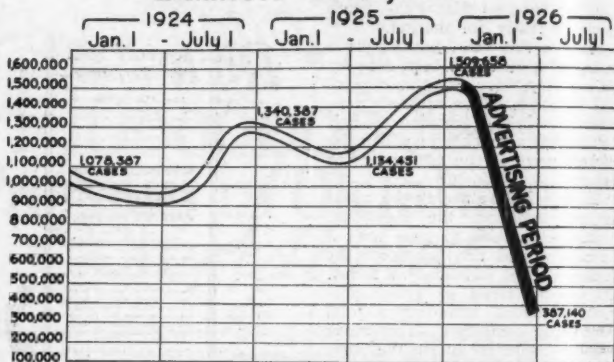


year. With advertising as an aid, the salmon packers virtually wiped out a crushing carryover and sold, in one year, approximately \$4,000,000 worth more salmon than they took from the waters of the North Pacific and Alaska. Sales were approximately 20 per cent ahead of production.

Estimates from various reliable sources indicate that with con-

Associated Packers, and one of the largest factors in the industry. "The market stiffened immediately, the demand increased, and prices as well. It seemed that the brokers had even more faith in our proposed campaign than we did ourselves. One of the gratifying aspects of our efforts was that sales this year averaged about 50 cents per case better than last

## PINK AND CHUM Salmon Carryover



THIS GRAPH SHOWS HOW THE EVER-MOUNTING CARRYOVER OF PINK SALMON PRACTICALLY DISAPPEARED WHEN ADVERTISING WAS BROUGHT INTO PLAY

sumption of salmon proceeding at the current rate, there will be an actual shortage of pink and chum salmon before July 1, 1927, of from 200,000 to 500,000 cases, even taking the 1925 pack carryover into consideration.

Advertising has changed the complexion of the salmon trade from a buyer's market to a seller's market—and relatively speaking almost overnight. And this in a "freak" year, marked by "apathy on the part of canned food buyers," according to a prominent trade authority.

"When we announced our sales promotion plans on March 1, the effect on the brokerage trade was electrifying," said C. A. Burckardt, president of the Alaska Consolidated Canneries, member of the executive committee of the

year, which alone more than justified the expenditure.

"We faced several distinct problems in launching our program. The first was to get our message before as many people as possible during the Lenten season, which was then well under way, and follow it through with an educational program that would clear grocers' shelves for new stock. The unwarranted prejudice of the housewife against the pink salmon, due to its pale color, was another handicap, as was also the lower price due to the greater abundance, for paradoxical as this may seem, the average consumer shies away from the cheaper brands.

"Eleven days after the campaign was authorized, a full-page advertisement was run in each of thirty newspapers in leading cities of the



180,000  
Daily**Los Angeles Examiner**400,000  
Sunday

5c DAILY

SEPT. 23, 1926

10c SUNDAY

**NATION'S AD-MEN BUY 597,251  
LINES IN L. A. DURING AUGUST****EXAMINER LEADS IN  
VOLUME AND GAIN**

National advertisers have caught the cue that Los Angeles is their great Western market. During August, according to final figures just released, they used nearly 600,000 lines of advertising in the six Los Angeles newspapers—597,251—to be exact, or just 146,298 lines more than in the same month last year!

Significant among the figures, as they came red hot from the statisticians, were those of The Examiner, which not only showed the greatest volume of national advertising among Los Angeles papers, but the greatest gain in national space.

Of the nearly 600,000 lines among all the Los Angeles papers, The Examiner carried, it was shown, 179,256. This was a gain of 51,548 lines, which nobody is expected to remember, but which intelligent space-buyers will make a mental note of, as indicative of what is happening among advertisers seeking to write "Accomplished" across the face of their expectation sheets. It was a gain of over 20,000 more lines than that of the next paper, of nearly 22,000 lines over the third paper, of nearly 32,000 lines over the fourth, and of close to 38,000 lines over the fifth. The sixth paper showed a loss.

**L. A. GROWING  
FASTER THAN  
NEW YORK CITY**

THERE are only five cities in the United States with a population of over 1,800,000. They are New York City, Chicago, Philadelphia, Detroit and Los Angeles—and the latter is growing faster than any of the others, whether figured on a numerical, or a percentage basis.

Figures recently released by California's State Comptroller show that Los Angeles has increased her population at an average rate of 177.35 per cent every decade for the past 56 years. New York's growth has averaged, in the same period, 33.85 per cent.

The average annual increase in the population of Los Angeles during the past six years, according to official estimates, has been 113,940. New York's average annual increase in the same period has been 85,316.

**REPRESENTATIVES  
CLOSE AT HAND**

Whenever you want to find out anything about Los Angeles as a market in which to advertise what you have to sell, get in touch with one of the Los Angeles strategically situated representatives. They have available at their finger-tips the information you want, or they know right where to get it.

In the Middle Western section, call, write, or telephone William H. Wilson, 915 Hearst Building, telephone Main 5000, Chicago.

Eastern: W. W. Chew, 1512 Murray Hill Bldg., Caledonia 2093, New York.

Pacific Coast: T. C. Hoffmeyer, 571 Monadnock Bldg., Garfield 3858, San Francisco.

**Largest morning and Sunday Circulation  
West of the Missouri**

United States. Since then, this number has been increased to forty-four, with pink salmon copy appearing on the food pages of these newspapers every week. The reaction was immediate. The nearest point at which our first advertisement appeared was Minneapolis, on a Thursday. On the following Monday, 350 inquiries came to our office.

"We covered the nation through newspapers in large cities and surrounding country, women's magazines for general circulation, small-town periodicals for semi-rural districts, and farm journals for the strictly agricultural regions. In this way, we reached in a short period the equivalent of every inhabitant of the United States, and told him or her about pink salmon—not merely suggesting that they 'eat salmon,' but in a free recipe book on pink and chum salmon showed how it could be best prepared, besides making scores of cookery suggestions in our copy. We raised pink salmon from an emergency food to a prominent place on the family menu."

#### OVERCOMING THE COLOR PREJUDICE

As Mr. Burckardt previously mentioned, one of the chief difficulties of marketing the pale-meat salmon, in the past, has been the housewife's prejudice against the color, due to the fact that the red salmon was first introduced on the market. This prejudice was attacked from the flank. Instead of calling undue attention to the lack of color by putting up a strong defense on this score, nothing whatever was said in the copy about this aspect; however, emphasis was made on the nutritive value of pink salmon—a positive argument. One of the important features stressed is the high iodine content of pink salmon, recognized as an essential element in the treatment of goitre.

The prejudice engendered in some quarters as a result of the lower price compared to the red salmon, was met in the same manner. The copy made no apologies for the lower price, nor did it try to sell the product on a price basis.

As a "puller," each advertisement offered a booklet entitled "Forty New Ways to Serve Salmon," and a Government bulletin on "the food value of salmon, and its beneficial iodine content." There was also a salmon recipe contest with \$1,000 in prizes offered for the fifty best ways of preparing and serving canned pink salmon. When the contest ended August 31, a total of 60,000 inquiries for the recipe booklet had been received, and over 250,000 recipes entered in the contest, one contestant entering 130 recipes. Entries were received from every State in the Union and fifty foreign countries as well.

Entrants were requested—not compelled—to send in labels from the can of salmon used in preparing the dish. This was for a three-fold purpose—encouraging the contestants actually to buy salmon; to find out if any particular brand seemed to be favored and to determine definitely the responsiveness of the public to the advertising campaign.

This feature resulted in some interesting developments. Brands of pink salmon that had not been on the market for years were removed from dusty grocery shelves, some stock being fifteen years old, as indicated by the wrappers sent in. Thirty-five per cent of the 60,000 letters received contained labels—from three to eighteen in each letter.

While the initial campaign was financed by a minority of the salmon packers—those who controlled the 1925 carryover—the project has "caught on" to the extent that the Associated Salmon Packers now include 75 per cent of the industry, which fortunately is centered in a relatively small territory in the Pacific Northwest.

The financing of the next year's sales and advertising program will be on a basis of 20 cents per case, which will net even a larger appropriation than originally contemplated. For various reasons, the Associated Salmon Packers have not yet decided on adopting a common brand, but will continue the various brands already known to the trade.

DO YOU KNOW  
THE FATHER OF  
"NIZE BABY"

"The Comic  
Creator of  
Nize Baby."  
An intimate  
story of Milt  
Gross. In

OCTOBER

**Success**  
**MAGAZINE**  
**NOW ON SALE!**





**"back of  
most women's  
purchases stands  
some man's  
preference"**

**The Elks  
Magazine**

**The largest magazine  
for MEN**

**50 East 42nd Street—New York City**

# THE ERICKSON COMPANY

## *Advertising*

**381 FOURTH AVENUE, NEW YORK**

*If you want to know about our work,  
watch the advertising of the following:*

BON AMI  
CONGOLEUM RUGS  
VALSPAR VARNISH  
GRINNELL SPRINKLERS  
McCUTCHEON LINENS  
PETER SCHUYLER CIGARS  
ANSCO CAMERAS AND FILM  
COLUMBIA WINDOW SHADES  
TARVIA  
DUZ  
MILLER TIRES  
WALLACE SILVER  
THE DICTAPHONE  
BARRETT ROOFINGS  
NAIRN INLAID LINOLEUM  
COOPER HEWITT WORK - LIGHT  
TAVANNES WATCHES  
BONDED FLOORS  
HAVOLINE OIL  
NEW-SKIN

*What we've done for others we can do for you.*

Member of the American Association of Advertising Agencies  
Member of the Audit Bureau of Circulations  
Member of the National Outdoor Advertising Bureau

# What Is Happening to Employee Stock Ownership?

The Plan Which Is Rapidly Taking the Place of Profit Sharing Is Developing Many Unusual Forms

By Roy Dickinson

THE progress of employee stock ownership in the industries employing labor is at present reaching the proportions of a general movement.

Today wage earners own \$700,000,000 worth of stocks in companies for which they work.

This figure takes into account only those companies which are helping employees finance their purchases and have a specific plan for selling stock to them.

This estimate is the result of a year's study and survey made by the Industrial Relations Section of Princeton University and published recently in a book, "Employee Stock Ownership in the United States."

The present writer, who talked recently to a prominent labor leader on the subject, is convinced that the amount of company stock purchased informally last year by employees with or without the help and advice of the companies, exceeded the sum of \$300,000,000.

The amazing total of a billion dollars in stocks of companies for which they work owned by employees, shows how actual stock ownership has taken the place of the many profit-sharing plans, once so important a factor in the labor movement.

The aims of the two are different. Under profit sharing, the immediate aim was that the employee without any investment of money should be granted some slice of the profits that would otherwise go to the employer. The immediate aim of the acquisition of stock is that the employee shall himself become a capitalist, though perhaps on a small scale, with a claim on profits proportionate to his holdings of stock. Profit sharing was granted usually

through the generosity of the owner. The employee stockholder, however, assumes responsibility of part ownership. He pays for what he gets, usually aided by the company. When he gets it he owns it and enters the class of capitalist. As the book mentioned above points out, there are today more than 300 corporations which have sold or are now selling stock to their employees under definite plans. Most of these plans are based on the installment method of payment. So popular has the plan proved among employees that in a few corporations the entire capital stock is in the hands of employees while in many others they represent the largest or second largest group of stockholders. The 300 and more companies actually engaged in employee stock ownership plans are as a rule large, important companies. In a number of instances they are among the largest in the country. Their management is noted as being progressive and able. The fact that some of them have had employee stock purchase plans in effect for twenty-five years or more is an indication of its value.

## ADVERTISERS WERE EARLY USERS

It is also interesting to note that many of the earliest users of the plan were national advertisers.

The Illinois Central Railroad, the first company, according to the Princeton investigators, to sell stock to its employees on a definite plan, began before 1900.

In 1901 the National Biscuit Company started.

In 1902 the Firestone Tire and Rubber Company offered its stock. In 1903 the Procter & Gamble plan was instituted. E. I. du Pont de Nemours, International Har-



vester and the Dennison Manufacturing Company were other advertisers who started stock ownership plans in the decade before the World War.

As an index of the present situation the table below of representative companies which have stimulated the purchase of stock by their workers may prove interesting. The figures are estimated and subject to current changes. They include only stock purchased under company plans and not that purchased independently by employees.

An interesting résumé is given by the Princeton Industrial Relations Department of the reasons which induce company executives to offer stock. Many companies state that the stock is offered as an incentive to improve employees' work or to cause them to take greater interest in it. To form the habit of saving is another motive.

The du Pont company has an original way of stating this in its plan. It aims to provide "An incentive to employees to start the accumulation of income-producing property." The great motive of diminishing labor turnover, while never specifically stated, is implied by the terms of a number of the plans reviewed in this interesting book. Substantial rewards are of-

fered the employee who buys the stock and keeps it and also continues in the service of the company. In other cases "to make certain that the business will continue in competent hands, stock is frequently offered to limited groups of employees."

Some executives point out that the company will gain directly by the plan and the employee gain indirectly. Thus, one company urges its workers to invest in its stock because it believes such ownership will provide "a still greater incentive . . . to give the company his very best efforts." Another says "While the directors believe that to share in the future development of the company will be an advantage to the employees so subscribing, they also believe that no element will contribute so largely to that development as the co-operation which the plan is intended to secure."

It is not unusual, the Princeton investigation shows, for a company to make its original offer to limited groups of employees and its subsequent offers to larger groups.

The Yale & Towne Manufacturing Company started three years ago by offering stock to those in managerial positions of ten years' service. The next year included all employees of five years' service.

Company	No. Employees Holding Stock	No. Shares Held	Approximate Value, Based on Purchase Price
*Am. Tel. & Tel. Co. ....	57,000	553,000	\$170,000,000
Armour and Co. ....	40,000	70,000	6,562,500
B. M. T. Corp. ....	10,609	15,000	958,000
†Bethlehem Steel ....	9,398	35,540	3,554,000
Brklyn Edison Co. ....	910	9,112	1,389,500
Elec. Storage Bat. ....	4,111	14,506	1,243,800
Fleischmann Co. ....	2,225	808,600	41,750,000
General Motors Co. ....	6,919	24,998	3,000,000
H. L. Doherty & Co. ....	7,903	.....	6,753,582
Int. Harvester Co. ....	13,500	140,000	14,000,000
Int. Paper Co. ....	2,000	8,000	720,000
Lehigh Coal & Navig. ....	282	2,388	119,400
Lehigh Valley R. R. ....	2,111	10,599	959,000
New York Central. ....	27,915	64,430	6,443,000
Pennsylvania R. R. ....	19,062	88,885	4,855,300
P. S. Corp. of N. J. ....	6,500	23,500	2,400,000
Radio Corp. of Amer. ....	443	42,000	210,000
Standard Oil (N. J.) ....	16,358	884,002	40,000,000
Std. Oil Co. of Ind. ....	17,835	371,426	24,150,000
Std. Oil Co. of N. Y. ....	7,069	126,683	4,212,200
Swift & Co. ....	15,700	200,000	20,000,000
U. S. Steel Corp. ....	47,647	765,801	100,000,000
Total. ....	315,497	4,258,470	\$453,280,282

\*In addition, 160,000 other employees are still paying instalments on 621,000 shares.

†Also, 13,216 employees are continuing payments on an additional 29,581 shares.



# The Plain Dealer ALONE! will sell it!



Look at the map—over  $\frac{1}{3}$  of the sales-producing state of Ohio, the Plain Dealer covers—and sells ALONE

—19 jobbing centers in this section—  
industry busy day and night—the  
3,000,000 people spend and save  
\$1,125,000,000 a year.

One of the country's greatest markets can  
be reached, tapped and sold through the  
Plain Dealer ALONE—at ONE cost.

## The Cleveland Plain Dealer

*in Cleveland and Northern Ohio—*  
**ONE Medium ALONE—One Cost Will sell it.**

J. B. WOODWARD	WOODWARD & KELLY	R. J. BIDWELL CO.	R. J. BIDWELL CO.
110 E. 42nd St.	350 N. Mich. Ave. Chicago	Times Building	742 Market Street
New York	Fine Arts Bldg., Detroit	Los Angeles, Cal.	San Francisco Cal.

The third offering, made in 1925, included any employee.

A full description of the various classes of stock offered and their sources is included in the book. Of all companies mentioned, the International Harvester seems to have the most flexible arrangement in this respect. The sums which its employees have to their credit in International Harvester Investment Certificates can be used to buy any legitimate approved securities, not necessarily the securities of this company, which the employees may select, or can be used to purchase a home or pay off a mortgage.

Some companies have sold to employees, when internal conditions made the sale of common or preferred stock difficult, an issue created especially for them, designated usually as "employees' special stock." Stocks of this type are preferred as to assets before common stock and are usually non-voting. Fixed dividend rates in this type of stock are from 6 to 8 per cent. Such special stock is issued usually to avoid dispersion of the closely held common stock of the company. The Dennison Manufacturing Company was reorganized in 1911 in order to create such a special stock.

In many of the companies which have sold regular common stock to employees for a number of years, individuals have built up for themselves a very comfortable secondary income. The case of the blacksmith at Procter & Gamble, who took advantage of the company's stock offers as they came along and shared in the company's increased earnings through his stock ownership, is well known. When he died, though still a blacksmith, his stock was worth almost \$70,000. A glance at the National Biscuit plan will indicate how the individual employee profits. The first offering of common stock was made in October, 1924, any employee being eligible. It was offered at \$68 a share; from one to five shares could be applied for, second applications were accepted after the first one was paid for and so on

indefinitely. It was paid for in instalments, 4 per cent credited on payments and employees also received when payment was complete, all dividends accruing on stock between time of purchase and date of transfer to him, less 4 per cent on cost of stock.

As of July 1, applications for 12,877 shares of common stock had been received and in the meanwhile the value had risen from \$68 to \$92 a share.

In the case of the Nash Motor Company, Inc., the capital stock in 1919 was \$60,000, five-sixths of which was owned by Mr. Nash. Early in 1920 a profit-sharing plan was adopted under which in July of that year each employee of six months' standing was entitled to \$91.80. Employees were allowed to buy a share with this dividend plus \$8.20.

Those who bought stock received, during the next four years, in addition to 8 per cent cash annually, stock dividends of 200 per cent, 100 per cent and 100 per cent. The second 100 per cent dividend was declared in 1924. At that time Mr. Nash owned \$600,000 and the employees more than \$300,000 of stock. Mr. Nash turned over his stock dividend to his employees on the terms that one of them owning no stock but buying two shares received two additional shares gratis. An employee owning one share and buying another received two additional shares. The voting rights of both the shares bought and those given were reserved by Mr. Nash for five years. The stock may not be sold or pledged without his consent during this period. Thereafter it belongs to the employee unconditionally. All cash dividends are being paid directly to employees during the five year period. By May, 1925, the employees owned 60 per cent of the stock of the company.

Many other plans might be cited where the modern plan of actual stock ownership has proved far more beneficial to employees than any known under profit-sharing arrangements.

Most plans for selling stock

# *The Advertisers' Weekly*

*in its issue of September 4, 1926,*

refers to "the interesting fact that in the ranks of distinctly class evening papers the *Boston Transcript* is practically the only survivor of its kind among the large cities of the country. . . .

"Nevertheless the *Transcript* has not only gone on in its unique career but has steadily increased in prominence and prosperity, a monument to the influence of Boston's discriminating public as well as to the high intelligence of the paper's management."

*Bearing out this statement the Transcript's gain for the first eight months of 1926 was:*

**142,357 lines of Local Advertising**  
**246,350 lines of National Advertising**

*A Quality Article Endures*

## **Boston Evening Transcript**

*Established 1830*

**Highest Ratio of BUYERS to Readers**

*National Advertising Representatives*

**CHARLES H. EDDY CO.**

**R. J. BIDWELL CO.**

Boston New York Chicago

San Francisco Los Angeles

# Mr. Cincinnati



**\$37.43 a minute!**

... Mr. Cincinnati Motorist's Bill for Gas and Accessories

Every minute of the day and night, Mr. Cincinnati Motorist spends \$37.43 for gas, oil, tires and accessories. \$19,733,000 a year! And this bill is growing. Last year, between 17,000 and 18,000 automobiles were purchased in Greater Cincinnati—one family in every seven now owns one!

**[N. B. This advertisement is one of a series appearing as a full page in The Enquirer.]**

## THE CINCINNATI

'emod 9dt' Goes to the home

# Motorist.... and the "pet of the family"

IT'S really one of the family, this car of Mr. Cincinnati Motorist. His wife insists that he pays more attention to it than he does to himself, and watching him on Sunday morning, you are inclined to agree with her. Then to hear Mr. Motorist talk! Differentials and carburetors, balloon tires and four-wheel brakes—he is a walking encyclopedia of mechanical information.

But Mr. Motorist didn't "get this way" overnight. He has owned any number of cars—and he has come to know motor car value down to the dollar. Last year, he and his friends purchased between 17,000 and 18,000 cars; their expenditure for gas, oil, tires and accessories is estimated at \$19,733,000. The total number of cars in the city is 89,001; their approximate value is \$72,446,814.

Mr. Motorist, being distinctly modern, naturally keeps abreast of the times. He is interested in progressive automobile legislation, in keeping the roads safe for sane driving, in travel news and good roads. Because he finds this information in *The Enquirer*, and because he finds in this paper an active champion of all his rights, Mr. Motorist has made *The Enquirer* his paper.

Advertisers of automobiles and accessories know this. That's why automobile advertising in *The Enquirer* has been increasing, year after year—that's why, this year, *The Enquirer* is carrying more automobile advertising than ever before. Have you, Mr. Advertiser, discovered this economical route to more sales?

L. A. KLEIN R. J. BIDWELL CO.  
New York Chicago San Francisco Los Angeles

## ENQUIRER

*stays in the home"*



give the active employee advantages over the outside investor, either at the price at which the stock is offered, the bonus or additional payments made on it, the partial payments which the company makes, or the cancellation provisions which enable the employee to recover his uncompleted payments. Most of these plans serve to lessen the employees' risk. Loan policies are also liberal.

The General Motors Corporation encourages an employee to borrow money on his savings fund in which his deposits are credited in case he wishes to make payments on a home.

He may borrow up to the extent of his deposits without losing any of the advantages which the fund confers. Of the 8,200 employees participating in the 1919 class, 1,752 bought homes by this method.

The Princeton authors of this valuable survey, Robert F. Foerster, director of the Industrial Relations Section, and E. H. Dietel, his assistant, made a careful survey to discover whether employers who have tried stock ownership plans have been satisfied with the results. The great majority of answers to this question of results were highly favorable. Thrift has been encouraged.

As the International Harvester Company says: "Thousands of employees have been led into habits of systematic saving and are today owners of substantial accretions of cash and investment which they freely state would not otherwise have been accumulated. The officers of this company believe that these practices have been of value in assisting employees to become home owners and increasing the stability and heightening the social and industrial status of employees."

In the second place better relations have been promoted between management and employees. Almost every owner questioned believes that an employee does his work more efficiently, and is more interested in the business if he has acquired the ownership view-

point by being a part owner of the business. As the A. E. Staley Manufacturing Company says: "The employee begins to see and understand management's various problems, and either consciously or unconsciously takes a deeper interest, works a little harder, wastes a little less, and above all is more willing to view conditions from the management's side as well as from the employee's."

That turnover is greatly reduced by employee stock ownership is seldom stated in the replies. The employee stockholder seems to be not much more stable than the ordinary outside small stockholder.

Third, the employee is enabled to share in the success and profits of the business. So long as there are success and profits for distribution, the result would seem to follow. But they cannot be guaranteed. One company stated: "... we are free to admit that, while our experience in encouraging our employees to become stockholders has been favorable and we plan to continue it ... we realize that one reason for the favorable experience has been that the stock has kept going up in value. We have had no experience with what may happen if there is a substantial loss of business, decline of profits and consequent reduction in the dividend rate, though we imagine that employee stockholders react like any other stockholders at such times.

"We can well believe that, when there is a falling off of profits, employees who have participated under profit sharing or bonus plans may perhaps strive for an increase in wages to replace their lost bonuses, but stock ownership is sufficiently far removed so that we cannot feel employees would be inclined to demand any preferred treatment over other stockholders in a situation where their dividends were cut."

That offers the other side of the picture.

The authors offer some sound advice on the fundamental policy

3, 1906

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# Good Hardware

THE NATIONAL  
MAGAZINE OF THE  
HARDWARE TRADE

Read in more  
hardware stores  
*than any other  
magazine published*

**C**OMPLETE coverage, with a live, readable, pocket-size publication, has made **GOOD HARDWARE** the most widely read magazine in the whole hardware field.

Advertisers have discovered this from practical experience, and for the first eight months of this year have invested with us more money than during any similar period in the history of our business.

Every issue this year has shown a substantial gain over every issue last year.

TRADE DIVISION  
THE BUTTERICK PUBLISHING COMPANY  
912 Broadway, New York



*Tip-ee!*

**Bonnie Laddie  
SHOES**

for Boys  for Girls

*Time will tell—SUNRISE SHOES*

*Ask your dealer*



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**C**ONCENTRATED in territories where there are people to buy the goods and dealers to sell the goods, Outdoor Advertising meets the present-day demand for more direct, more economical and more effective distribution methods. Whatever goods or services you have to offer, Outdoor Advertising can be accurately planned to cover your markets, assist your dealers, meet seasonal changes, tell your story, and produce results exactly when and where you want them.

**General Outdoor Advertising Co.**

One Park Avenue  
New York

Harrison & Loomis Sts.  
Chicago

Sales Offices and Branches in 44 cities

# THE CLASS GROUP

comprising

HOUSE BEAUTIFUL      COUNTRY LIFE  
ARTS & DECORATION      ARCHITECTURE  
GARDEN & HOME BUILDER

... Here are five magazines devoted entirely to the subject of the Modern Home—its construction, decoration, furnishing, and equipment.

... To the manufacturer of SHELTER products they offer a CONSTANT MARKET in excess of 200,000 people, which contains at any given time a minimum of 50,000 IDENTIFIED BUYERS.

## COLOR PAGES

...which we sell in this Group as a unit.....will tell *effectively* the story of the Beauty and Utility of your product to this selected market.

**Walter C. McMillan, Inc.**  
565 Fifth Avenue      New York

*Representatives*

Travers D. Carman, 194 Boylston Street, Boston  
Fred H. Ralsten Co., Tribune Tower, Chicago  
Gordon Simpson, Chapman Bldg., Los Angeles





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of stock selling to employees when they point out:

"When all appropriate explanations have been made regarding the rights of the investor, the importance of not over-buying and so forth, the fact stands forth in the employee's mind that the company really believes in its securities, recommends and sponsors them, assumes and expects that its workers will buy them. Unavoidably then, the company desirous of offering its shares will first study how it may serve the investment needs of its workers.

"No device by which the good faith of the employer might be shown when he offers stock to his workers can quite take the place of the reputation for good faith that he has all along enjoyed. Where this has been high he need neither apologize nor exhort. Where it has been low he may need to go far out of his way to do both.

"Probably nothing is more important than that the employee, given the opportunity to subscribe voluntarily, should himself feel that his affirmative choice will be entirely voluntary. If he senses or suspects coercion, he will be sure to feel resentful whenever there is any indication that his investment is not prospering. Above all, he must not feel that advancement, or his employment itself, depends upon his 'taking the hint' to subscribe.

"He must never be given ground to suppose that he has been led to buy through misrepresentations. Whatever is said about the stock by all those in authority must meet the tests of truth. There must be correctness of fact and candor of interpretations. He must be in no doubt as to the motives which inspire his employer. He must not be told that the offer is exclusively for his own benefit, if strictly speaking, the employer wants him to buy and counts upon and expects an improvement or maintenance of morale. The whole relation can be placed—where it belongs—on the same basis of mutual gain on which, in the very nature of things, em-

ployer and employee have associated themselves in a joint enterprise. Nothing could be more unfortunate than to give the employee ground to suspect that mysterious and concealed, perhaps very great, profits for the employer are in store.

"An understanding of the employer's purposes is, however, not enough. The terms of the transaction itself must be well understood by the employee. Stock buying is for him a novel experience. He has need of education as to the meaning of the various provisions involved. Clear printed explanations may be necessary and opportunity given for informal discussion with officials. How much of these things may be required in any given case depends on the industry, the nature of the stock and, not least, on the general enlightenment of the workers themselves."

The great recent expansion in employee stock ownership and the good results from the plan in a large majority of cases make it a question of real interest to every executive charged with the management of a business.

The authors of the Princeton book, even after their thorough study of all the plans so far worked out, express it as their opinion that "the best forms of purchase have not yet been worked out." Much valuable work has been done by the trail blazers. Many things are clearer today than they were five years ago but it will take several more years to overcome some of the remaining difficulties and to work out continually better plans.

Employee stock ownership is apparently here to stay. It has proved its value to employer and employee alike. It is essentially American in its purposes and its results in vesting ownership in the many instead of the few.

It is safe to predict that the next five years will show an even greater sweep to this big general movement which is, of itself, doing so much to stabilize industry and to help solve the age-old problem of capital and labor.

# The Post Office Will Correct Your Mailing Lists

And the Service Is Offered at Cost

*Washington Bureau  
of PRINTERS' INK*

FOR several years, the Post Office Department has offered a special service to encourage direct-mail advertisers to keep their lists clean of dead names and incorrect addresses. This service consists of supplying the necessary labor to check up and correct the lists, at cost to the department, and is furnished only by local post offices.

From time to time, postmasters are instructed by the department to get in touch with large mailers in their localities and to inform them of the service. But regardless of the fact that the checking and correcting are valuable both to advertisers and the department, and are performed at a very moderate cost, there appears to be considerable misunderstanding regarding the subject. Frequently letters of inquiry reach the department from advertisers who have just heard of the service, and it is not uncommon for an advertiser to demand the impossible by sending to his local post office a list which covers several States with the request that the entire list be corrected.

In every instance, only that part of a list which is made up of names and addresses in the locality covered by a post office should be sent to that office. Hence, a list covering an entire State should be broken up according to localities and sent to the various post offices indicated by the addresses.

When a list is received, a postmaster assigns one or more substitute clerks to do the checking and correcting under adequate supervision. The department now pays substitute clerks 65 cents per hour, and that is the only charge to the owner of the list. Dead names are cut from the list, faulty addresses are corrected, and the list is brought up to date.

The official of the Post Office

Department who supervises the service was of the opinion that the time required to correct the average list of 10,000 names should be not more than two days. With a list of that size, he explained that it was advisable to employ about ten clerks, and that one clerk could usually check and correct upwards of 500 names a day. However, he added that the time necessary for the work would depend on the condition of the list, the size of the office, and the season of the year.

Throughout the Post Office organization, the department tries to retain one substitute clerk for every five clerks regularly employed. But, of course, this ratio varies somewhat, and in the summer the work of checking lists is slowed down considerably because practically all of the substitute clerks are filling in for employees on vacation. Hence, it is advisable for the advertiser to have his lists corrected during the fall, winter or spring months.

When the subject was mentioned to W. M. Mooney, postmaster of the Washington City Post Office, he called attention to a letter which he has been sending out to advertisers for some time. This letter reads as follows:

Circular letters recently mailed by your firm were directed to patrons who have not lived at the addresses named for two years, and in some instances for a longer period.

From this fact it is evident that your mailing list has not been revised recently. May I suggest for your own satisfaction and in order to insure prompt and proper delivery of your mail, that you compare your list of patrons with the addresses shown in the latest telephone or city directory? A correct address not only insures an earlier delivery but frequently prevents the loss or non-delivery of a letter or package on account of the return to office, the rehandling and the transfer to another station and another carrier for delivery.

It is my desire to give the business people of Washington efficient service, and an up-to-date mailing list maintained



"If I were about to decide upon an advertising agency—I should be influenced, greatly, by records of average length of service."

*N. B. The member of this organization who uttered the sound sentiment above quoted is an active old fellow, safely beyond the half century mark, who has grown gray haired and grizzled in the service of McJunkin Advertising Company clients. He is more enthusiastic about advertising and its results than any younger man has any right to be. His advice is highly regarded within this organization and at the council tables of clients. His thought expressed here may be of value to some advertiser. Incidentally, this Company has a record for average length of service which any interested advertiser may know upon request.*

## McJUNKIN ADVERTISING COMPANY

DOMINANT IDEA ADVERTISING

5 SOUTH WABASH AVENUE, CHICAGO

by them will be of great assistance to the employees and myself.

Mr. Mooney reported very satisfactory results from this letter, saying that he did not offer the special service with it for the reason that local advertisers usually have or can easily secure the latest city directory. But in the case of distant advertisers, they are invited to send the Washington section of their lists to the Washington Post Office, for checking and correcting at the standard rate. Several of the large mail-order houses do this regularly once a year, and Mr. Mooney expressed the opinion that the direct-mail advertisers of the country would save themselves hundreds of thousands of dollars every year, besides aiding in the economy and improvement of the postal service, if a majority of them would avail themselves of the special service.

#### Radio Service Account for Redfield Agency

Rossiter, Tyler & McDonell, Inc., New York, radio service, has placed its advertising account with the Redfield Advertising Agency, Inc., also of New York. Newspapers and magazines in the New York territory and direct mail are being used.

#### Appointed by World Color Printing Company

Natt S. Getlin has been appointed sales and promotion manager of the World Color Printing Company, St. Louis. Until recently he was with the St. Louis *Times*, where he was engaged in advertising and circulation promotion work.

#### Turner, Day & Woolworth Advance T. R. Clendinen

T. R. Clendinen, a member of the sales staff of the Turner, Day & Woolworth Handle Company, Louisville, Ky., has been appointed sales manager. He succeeds the late William F. Reuther.

#### H. F. Anderson with Portland Agency

H. F. Anderson has joined Crossley & Failing, Inc., Portland, Oreg., advertising agency, as director of sales promotion, merchandising and contact work. He was formerly with the Portland office of Foster & Kleiser.

#### Inland Daily Press to Discuss Advertising

According to the program of the fall meeting of the Inland Daily Press Association, to be held at Chicago on October 19 and 20, one session is to be devoted to a discussion of advertising problems. The principal speaker will be William A. Thomson, director of the Bureau of Advertising of the American Newspaper Publishers Association, whose subject will be "Better Service to Advertisers Means Bigger Business for Newspapers."

James Powell, of the Ottumwa, Iowa, *Courier*, will discuss the extent to which publishers should assist advertisers in securing dealer co-operation. R. S. Chapman, of the Rockford, Ill., *Star*, will speak on the extent to which publishers should respond to requests for information sent out by advertising agencies and W. I. Goodland, of the Racine, Wis., *Times-Call*, will discuss the ways in which the small town newspaper can better serve the national advertiser and secure more national advertising.

Other sessions will be devoted to editorial and circulation problems.

#### Newspaper Campaign to Start on Candy Account

Minter Bros., Philadelphia, manufacturers of a new candy bar, Kid Boots, have placed their advertising account with Edwards, Ewing & Jones, Inc., advertising agency, New York and Philadelphia. A newspaper campaign will be started within a few weeks.

#### M. W. Gibney with Roche Agency

M. W. Gibney, formerly with the Ford Motor Company, Detroit, and more recently with the Burroughs Adding Machine Company, has joined the Roche Advertising Company, Chicago.

#### Joins Clarke and Company

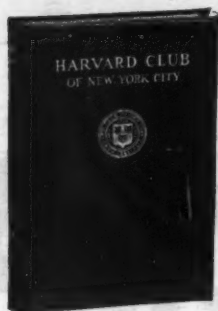
Michael Scilipoti, recently secretary of the Bush Terminal Printing Corporation, Brooklyn, N. Y., has joined Clarke and Company, New York. At one time he was sales manager of the Periodical Press, New York.

#### Joins Hicks Agency

Miss Liberty Cahman, formerly with the advertising department of R. H. Macy & Company, New York, has joined the Hicks Advertising Agency, also of New York, as an account executive.

#### New Advertising Business

The American Pacific Advertising Agency, a general advertising business, has been incorporated at Portland, Oreg., by O. J. Gatzmyer, E. C. Randolph and S. A. Hibbs.



## This book lists the more distinguished graduates of Harvard

To five hundred of them we wrote simply "Do you read Judge?" Of all who have thus far replied

**70.9% read Judge**

Nearly every one of these Harvard men wrote that his family *all* read Judge.

Identical tests of the members of three other exclusive New York clubs—Racquet, Union, Bankers—will be announced as they come in.

Yale Club returns, announced two weeks ago, show 71.1% reading Judge; Yale and Harvard Clubs, combined, 71%.

Will your article appeal to people of this class?

# Judge

Management of

**E. R. Crowe & Company, Inc.**

New York

Established 1922

Chicago



## Consider the *Man's* Influence

When Selecting a Newspaper for Your Advertising

**A**DVERTISERS are attaching more and more importance to the influence of the *man* as a factor in purchases for the home.

If you are a manufacturer of building materials or equipment, of home furnishings, or even of products such as electric refrigerators, washing machines, kitchen cabinets, oil burners, shoes or automobiles—your advertising in any market should reach the *man* as well as the woman.

Such purchases, and many others, are made jointly by husband and wife—one relying on the other, as the case may be, for verification of value.

Be sure that your newspaper advertising in The 49th State reaches the men as well as the women.

**St. Louis Globe**  
The Newspaper of The

F. St. J. Richards - - - New York

Guy S. Osborn - - - Chicago

J. R. Scolaro - - - Detroit

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Placed in The St. Louis Globe-Democrat it will reach and influence the dual purchasing power of this great market—a market in which the total value of annual purchases is in excess of 20½ billion dollars.

The Globe-Democrat is *St. Louis' Largest Daily*. Has been for years. No other newspaper even challenges its supremacy in The 49th State.

For instance, it is the outstanding leader for financial news. Regularly carries more financial advertising than all other St. Louis newspapers combined. Has carried the bulk of the passenger car display advertising for years. It is the car owners' guide.

Reach the men as well as the women of The 49th State through the pages of The Globe-Democrat.



# Globe-Democrat

of The 49th State

C. Geo. Krogness - San Francisco  
Dorland Agency, Ltd. - London

## A LEAF FROM THE BOOK OF LEARNING

National advertisers are realizing more and more, the importance of small town and rural markets.

And why not? The publications serving the people in these groups have always carried the greatest advertisements.

Why shouldn't these publications pay richly for general publicity advertisers? If our readers can be influenced to write in answer to advertisements, certainly they can be influenced to go down to the corner store and ask for what they want.

The Household Journal has long offered the "best for the money" in this field.

Innumerable tests have proven that these keyed advertisements pay well and most of the advertisers continue year after year.

700,000 circulation in the rich middlewestern towns and villages at \$2.75 per line—

### *The* HOUSEHOLD JOURNAL

IRA E. SEYMOUR, *Adv. Mgr.* - Batavia, Illinois

*Chicago Office*

Rhodes & Leisenring, *Managers*  
Bell Building, 307 Michigan Blvd.  
Central 0937

*New York Office*

A. H. Greener, *Manager*  
116 West 39th St.  
Room 825

# Picking Salesmen for South America

Six Qualifications, and the Greatest of These Is Not Knowledge of the Language

By John R. Robinson

THE object of this article is to aid the sales executive in picking the proper type of men to send to South America. I am thoroughly selfish in writing it. My own organization is selling its share of goods in the Latin countries, and we do not want any salesman for an American house below the Rio Grande "rocking the boat." No more does any other American house enjoying South American trade. A salesman for an American house, no matter what his line may be, can injure us all down there if he does not conform to the accepted standards and traditions.

Only a decade ago he was picked by a hit-or-miss plan. Even today a man oftentimes is sent to South American republics on an important trade mission because he has graduated from a school of languages, and speaks Spanish, or Portuguese, or both. But more and more, as our trade with the Latin countries to the South grows into large proportions, our sales executives should exercise greater care in the selection of their trade ambassadors, so that we will be able to hold the almost commanding position we now have in the battle to sell goods in South America.

Six points must be considered in selecting men for South American trade, whether the man is selected as a salesman, or to make a trade survey. The perfect salesman will have his share of all the points named, and it would be the height of folly for any firm to send to South America a salesman totally lacking in any one of the six points named below. Their points, in the order of importance, are:

1. Thorough knowledge of his own line, and its competition, both American and European.

2. Adaptability, patience, and initiative.

3. Personality, education, culture, appearance.

4. Knowledge of the language.

5. Health, and ability and inclination to work hard.

6. Self-reliance and confidence.

Let us analyze these points in their order, and then discuss some glowing examples of both successful and unsuccessful salesmen in South American work.

He *must* know his line. Whether he gains his knowledge by factory or office or sales experience, a thorough knowledge of his own line is the very best asset a man can have for foreign territory, or in fact, for any territory. To be caught without an exact knowledge of even one of the items in his own line, and to be caught without this knowledge 8,000 miles from home, is fatal. He cannot consult his own technical experts in the next office. He is absolutely alone.

Factory experience, either in actual work or careful study, is valuable. If he can tell the prospect a few of the steps in manufacture, the raw materials, and their source, the finishing methods, and then adapt this knowledge so as to heighten the value of the product for local conditions, he has gone a long way toward gaining the respect of his Latin friend.

He must know his competition just as thoroughly. He may go into the market with a thorough knowledge of his American competition, but because of tariff barriers, his European competition may be kept out of the United States, thus giving the salesman no chance to study the European competition before starting on his South American trip. But if he

knows his general line, its composition, its raw materials, and its manufacture, it will not take him long to pick out his own selling points when confronted with the European or Japanese product.

The salesman must have an elastic temperament. That is about the best way I can describe it. He is going to be confronted with living and business conditions which are entire strangers to the North American. In a number of the cities he is called upon to make, the hotels are bad. The rooms and beds do not fit the North American standards. In many coast cities, particularly in the tropical countries, his bed will be a strip of canvas stretched between two poles, with a mosquito netting surrounding all.

Your good salesman never murmurs. It's part of the game. The city may be hot and stuffy. But that city is the home of the man to whom our salesman wants to sell his goods, and there must be something attractive about it or the customer would not live there. So let our salesman pick out that something, and boost it, rather than knock the heat and humidity.

Patience of the highest order must be used. The South American cannot be rushed. He takes the view that he is passing along this Earthly Avenue but once, and he wishes to go along it in a tranquil, easy manner, mixing his work with his pleasure, and taking both in temperance and moderation.

The so-called high-powered salesman and "one call" man has no place in the Latin's scheme of events. The South American gentleman, and I have always found him such, must be carefully approached by the North American gentleman—and the latter must be a gentleman or it is useless to send him to the Latin territories.

The salesman must first sell himself, his integrity, his truthfulness and his good intentions. Then he must sell his house, and last, he can easily sell his goods, provided he has first sold himself and his organization. I know a salesman who called on two South

American accounts for four solid years, making a visit every five or seven months to each, before he ever took an order. Step by step he approached the goal, but one misstep would have been fatal. Today, these two customers are the biggest Latin accounts the salesman's firm enjoys.

Don't send a man without initiative. The boy is a long way from home, cables are expensive, and delay even more costly. Get a man with initiative and judgment, and let him use both. Don't try to tie him down to a resale price, and don't send him down there without giving him the very last detail as to cost. I know one salesman who had more than 2,000 items to offer to the South American trade. He always was furnished with the cost of each item, freight from the mills to seaport, trucking charges, and all other particulars. Differentials for penalties for non-standard sizes and weights, for export packing, and cost of consul work, also ocean freight and port charges, were important items of his equipment. Then, he had a suggested resale price which he stuck to in every possible instance. But at times he varied that price, to suit competition, either from home or Europe. This man sells under ideal conditions.

#### PERSONALITY A BIG HELP

All good material for salesmen has a certain degree of personality. In the South American trade the salesman with personality has a distinct advantage. A smile always goes with personality. The old telephone adage "The Voice with the Smile Wins" can be adapted to the Latin trade with a little variation. That "The Face with the Smile Wins" is universal in the mind of the Latin.

The South American is a good-natured individual. I never have seen one lacking a highly developed sense of humor. He loves his joke, and he loves his smile. The American too often has been looked-upon as a man digging night and day after the almighty dollar, and making all other con-



# "White space and juicy blacks"

"Most advertisers believe that the most essential quality of an advertisement is that it should stick out from its surroundings. White space or black units are the only weapons at the disposal of an advertising agency as far as newspaper copy is concerned. And it seems more difficult to persuade a client to pay for white space than to keep him happy by giving him juicy blacks.

"Of the newspapers of the country, the finest example of good typography and press work is, I believe, furnished by *The Christian Science Monitor*. I chose this paper because of the quality of its half-tone reproductions on newspaper stock and because of the beautiful type dress created for it by Will Bradley."

[Guy Gaylor Clark, Art Director, Street & Finney,  
Inc., New York, in Editor and Publisher,  
August 21, 1926]

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## The Christian Science Monitor

An International Daily Newspaper Publishing  
SELECTED ADVERTISING

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siderations secondary. But the smiling North American, who goes to the races on Sunday, does not attempt to rush the Latin into buying, who enjoys himself every minute of his time, is the favorite of the South American.

All other things being equal, the college man has an advantage in South American trade. His mind is better developed. He has a knowledge of world history and culture which the non-college man usually lacks. Dates, great events in history, are familiar to him. His mind has been trained to a receptive mood to absorb the history of the Latin American republic he is visiting. He has subjects other than those of trade which he can discuss with his Latin American customer.

Our salesman must maintain a neat appearance, dress well, and have a varied wardrobe. He should have a tuxedo suit, and the ability to wear it gracefully, and without giving the idea that the wearing is unusual.

#### KNOWLEDGE OF LANGUAGE NOT SO IMPORTANT

Fifteen years ago a fluent knowledge of Spanish, and Portuguese, the latter for Brazil, was very important. Today the knowledge of these languages remains important, but not nearly so important as before the World War. A knowledge of both languages helps, but it is not imperative. This knowledge comes fourth in the list of requirements. Some of the best salesmen I ever met in South America spoke no Spanish at all; the worst I ever knew spoke it almost as well as a native. I am not discounting a knowledge of the languages, however; I am merely heightening the other requirements.

The South American is rapidly learning English—learning it much more rapidly than we are learning Spanish. He prefers to practice his English on you rather than have you practice your indifferent Spanish on him. So, in picking your salesman, pick a man who speaks Spanish, provided he also has the other qualifications. But

insist that the other qualifications be paramount.

Our South American salesman, if he covers the field thoroughly, is going to have some mighty hard trips which cannot be made by weaklings. If he has a tendency to get sick at the least possible excuse, better keep him at home. It takes from eight to ten days to make the trip from the coast to Bogota. The food is only fair. There is a railroad trip which oftentimes is made at night—the one between La Dorada and Beltran—where he will have no sleepers—only crowded, hot, narrow and stuffy day coaches. He will leave Giradot at eight in the morning, sweltering in a Palm Beach suit. At six o'clock that evening he will be in Bogota, shivering in an altitude of 8,500 feet. Unless the boy has a good heart, he is entirely out of luck.

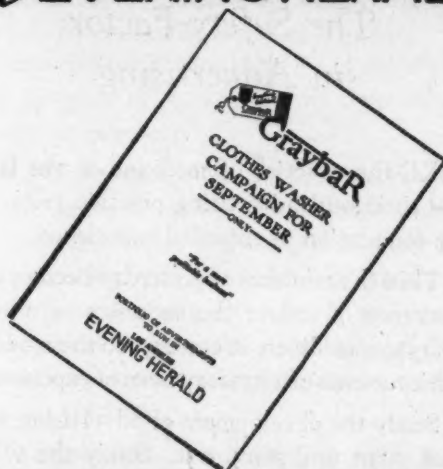
He will leave storm swept Molendo, Peru, at sea level. Then he climbs to Puno, on Lake Titicaca, and hits an altitude of 12,600 feet. His lips, unaccustomed to the altitude, turn blue, and so do the lobes of his ears. He may spend a week in LaPaz, Bolivia, 12,000 feet above sea level, where running up one flight of stairs in the "Hotel Without an Elevator" will leave him panting and out of breath. He will have no hot baths in this beautiful city of rarefied atmosphere and perpetual chilliness. Then, in a railroad trip of twenty-four hours, he will cross a mountain range 15,000 feet in the air, and suddenly, in a day's run, drop to Antofagasta, Chile, at sea level, and as hot as Hades.

It all is tough on the constitution, and even the best of our physical specimens are none too comfortable. Of course, if he is going only to Buenos Aires or Rio, he can be of a different mold—the sea level climate is agreeable, and there are plenty of good hotels and good physicians.

Get a man with a well-developed sense of self-reliance and confidence. He is a long way from home as I remarked before, and he will need both. He

# Graybar Electric

*in* **Los Angeles** *uses*  
*the* **EVENING HERALD-**



After careful consideration, The Graybar Electric Co. (formerly the Supply Dept. of the Western Electric Co.) is using **MORE SPACE** in The Los Angeles Evening Herald for its big Fall campaign than in **ALL OTHER** Los Angeles newspapers **COMBINED**

**LOS ANGELES**  
**EVENING HERALD**

#### REPRESENTATIVES

**JOHN H. LEDERER**  
910 Hearst Bldg.  
Chicago

**HERBERT W. MOLONEY**  
604 Times Bldg.  
New York

**A. J. NORRIS HILL**  
710 Hearst Bldg.  
San Francisco

# Experience

## *The Safety Factor in Advertising*

**L**IKE the practice of medicine or the law, successful advertising practice rests on the foundation of recorded experience.

Thus the mistakes of yesterday become the insurance of today; the successes of a few years ago, mediocre in contrast to the modern achievements of a strategy born of experience.

Study the development of advertising, and that point will stand out. Study the work of successful advertising agencies, and the utilization of experience, rather than the conception of Genius, will impress itself as the guiding force.

Leading advertising agents operate on that basis. They practice advertising as a well charted profession. Profit is their fetish, safety their creed.

Thus, their strategies are rarely "inspirations," but thoughtful moves based on the

recorded experience of years, in many lines and in many markets—the experiences that warn against grave mistakes, that point the short-cuts to greater profit revenue.

To them, the Practice of Advertising centers down to selling goods at a profit, with its capacity for attaining that end resting on the integrity of its practice as a profession based on experience.

For that reason, successful advertisers view their agents as valued Lieutenants, who, because they have had far greater intimacy with the recorded experiences of profitable advertising than any advertiser himself could gain, and yet manage his own business prudently, are an essentially important factor in modern business.

That seems a common-sense view, and common sense, above all things, gains outstanding results in advertising.

## LORD & THOMAS AND LOGAN ADVERTISING

CHICAGO  
400 North Michigan Avenue  
LOS ANGELES  
1151 South Broadway

NEW YORK  
247 Park Avenue  
WASHINGTON  
400 Hibbs Building

LONDON  
Victoria Embankment  
SAN FRANCISCO  
225 Bush Street

*Each Lord & Thomas and Logan establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas and Logan units to the client's interest.*

is dependent on himself, with no sales manager to answer his S.O.S. every few days. Get the type who sticks out his jaw and says: "I'll sell these goods or bust," and who means every word he says.

If you can find the man with the many qualifications I have outlined, you have good South American salesman material. You haven't a salesman, as yet, however. In the World War we had Officers' Training Camps. A man might weather the course, and come out with his commission. But he was not an officer—not by a long shot. The old timers knew this. He was to the experienced officer only "officer material." His development as an officer, soldier and gentleman came with experience, and with experience only. An inexperienced civilian could not be made into a military officer by a three months' course in a training camp. He could get only a flying—or running—start.

#### DON'T EXPECT TOO MUCH AT FIRST

So with your salesman. Give him a trial trip to South America. Do not expect too much on the first trip. Invest in him as you do in a stock of goods or in advertising or sampling to gain good-will. He will begin to cash in for you after he has had a year or so in the Latin territory. And the more patient you are with him, and the longer you give him, within a businesslike limit, the bigger will be the rewards.

In a rather lengthy personal experience in South America, I have met some glowing examples of success and failure in the Latin field. Some of the failures were due to "joy-riding" which exists there just as strongly as it exists at home. A fine old advertising agency sent a man to Latin-America some years ago—he had every qualification to make a good advertising survey and entrench his own agency as a pioneer in the field. He was recalled in three months. The moth had been singed by the flame, the latter both feminine and liquid.

I know a man who sold agricul-

tural machinery along the Caribbean. He has been on the job for years, and cannot speak a dozen Spanish words. But he knows his line and knows exactly how to present it. He uses an interpreter. He carries some of the more important units with him—crated machinery, knocked down. He gets a big field, calls a gathering of the people interested in his machinery, and then, before them, he uncrates and puts together the machines. Then he plows, harrows, and cultivates. His work is workmanlike and thorough, and he is a successful salesman.

A Brooklyn drug concern has traveled a man selling its goods in South America for years. He speaks perfect Spanish, and works with the wholesale and retail druggists. He never told an untruth in his life, and never misrepresented a single item in his line. He oftentimes gets a pot of paint and a brush and goes out painting the names of his big selling products on the dead walls. Any American drug firm could use a man of this type with great profit.

Another American manufacturing drug concern making and selling a well-known patent medicine, has a South American manager whom I have met in Venezuela, Argentine, and Chile. He is a quiet chap, well spoken, enjoys a fair knowledge of Spanish, moves in good society, and knows how to behave himself under all conditions. He is one of the very best in his line.

An American watch-making firm sent to South America, shortly after the war, a man who never had been south of the Rio Grande before in his life. He was a massive man, with a big, full face that radiated sunshine. But the high forehead showed that this man also had something besides smiles and good humor back of it. He knew his line, knew how to gauge men for local sales talent, and he made a record that probably will stand, in that line, for all time. And he spoke never a word of Spanish or Portuguese.

One of the highest types I know travels, at intervals, for an Amer-

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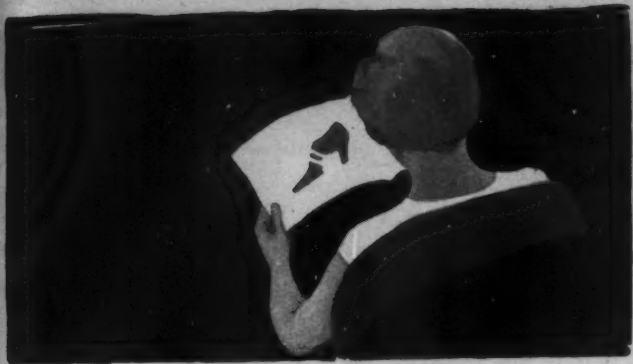
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Advertising  
that follows through  
to sales



# Advertising that for the



Your letter, folder, post or greeting card in the home



Your outdoor advertising on the way

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Your window at the door

# Litho

## Advertising that for the

through to **SALES**



Direct Material,  
interest the pros-  
Car Cards, and  
the way down town.  
Glass and Metal  
the store. Compell-  
Racks, and Wall  
your product.  
Fancy Packages or  
that."



Your label or carton -  
the actual sale



Your inside store display  
at the point of sale

**ography**  
for through to sales

# This is a Lithographed Advertisement of Lithography

This insert is the first of a series advertising the advantages of LITHOGRAPHY.

Throughout the campaign, every advertisement will be produced by this process.

Many interesting points will be made—points which you can discuss profitably with a competent lithographic salesman.

These trained men will show you how LITHOGRAPHY will strengthen your present advertising campaign. They will show you that by making LITHOGRAPHY a part of your planned appropriation, you can advertise through to sales in a way that brings traceable results.

Call in one of these men—you will not be obligated in the least.

**Lithographers National Association, Inc.**  
104 FIFTH AVENUE, NEW YORK CITY



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a nice

ican paper house. He is a college man, speaks perfect Spanish and French, has traveled extensively, is well read and cultured. He has a rather retiring personality, but knows how to smile and also has the rare ability to tell a joke in a foreign language. That is one of the supreme tests of the linguist. On his very first trip as a salesman to South America he sold goods which his firm never believed could be introduced in that territory. He even sold Christmas cards engraved in English to people who use Spanish for their native language, and this year he is getting repeats by mail. Thank the Lord, he is with my own house.

Along the Caribbean I met a chap who had graduated from the foreign trade course of one of our biggest Mid-West universities. He was selling motor trucks, and could take a truck apart, toss it into the air and put it together again. He spoke perfect Spanish, danced well, knew how to dress and was a splendid conversationalist.

But he was a signal failure. He looked down upon all nations but his own. He talked "money, money" and "God's Country." He just couldn't get over it, either. The Creator made him that way, and man could not change him. He is not traveling the territory now as the sales manager eventually found out what was the matter with the sales.

A man who is now in business for himself in New York, and whom I never have met, was my hardest competitor with one big South American account. This was when the man in question was an employee of another firm. Once a year he made a South American trip, called on this one customer, and stayed several weeks studying the needs for the following year. I called on this customer a dozen times and never reached first base until the rival salesman went into domestic business for himself in New York, and stayed there, for which I tender him my sincere thanks. Now we are getting a nice share of the business.

A Western manufacturer sent one of his vice-presidents to South America to introduce the line, one almost in the non-competitive class, so far as the United States was concerned. This man spoke no Spanish, but he certainly knew his goods and how they should be used. He adopted the method of distribution through the wholesaler, doing this after a thorough study of the field, and now enjoys almost a monopoly of the business.

This I have observed and learned in South America—the man who knows his line, and is endowed with personality, adaptability and common sense, is successful. The man who does not know his line, and its competition, be he endowed with all the other attributes, and speaking Spanish like an educated native of Bogota, will fail.

### New Publishers' Representative Business at New York

William Wolfe and Franklin E. Wales have started a publishers' representative business at New York under the name of *Wales & Wolfe*. Mr. Wolfe, who will have charge of the new business, for the last three years has been vice-president and business manager of the *Staten Island, N. Y., Advance*. Mr. Wales conducts a publishers' representative's business at Chicago, under his own name, which will be continued.

### H. A. Chase Re-elected by Shoe Retailers

Harry A. Chase, vice-president of the *Shoe Retailer*, Boston, and representative of that publication in New York and Pennsylvania, with headquarters at Rochester, was elected secretary of the New York State Shoe Retailers' Association for his fourth consecutive term, at its recent annual convention.

### C. H. Geppert with Air-Stop Manufacturing Company

C. H. Geppert, formerly general manager of the *Stransky Manufacturing Company*, Pukwana, S. Dak., has joined the *Air-Stop Manufacturing Company, Inc.*, Des Moines, Iowa, as sales manager.

### Made Treasurer of Holland Shoe Company

P. H. Crowell, for the last nine years with the *MacLaughlin and Sweet Company*, Auburn, Me., has been elected treasurer of the *Holland Shoe Company*, Holland, Mich.

# Department Store Buying Trends That Affect Manufacturers

The Functions of the Buyer Are Changing and Manufacturers Would Do Well to Study the Movement

By Arthur Lazarus

THE position of the buyer in the department store is at ebb tide. Perhaps at no time has there been so general a willingness to discuss his shortcomings. We find it everywhere. A store in Pennsylvania points to the huge accumulation of rugs in its carpet department. A leading store in Ohio criticizes the buyer for attempting to put through a definite purchase order on consigned merchandise that had moved only in the buyer's imagination. A store in Boston criticizes its buyer for attempting to obtain too great a mark-up. These are just a few recent experiences out of many.

There is something more serious back of the dissatisfaction with the buyer than mere criticism. The question numerous prominent department store people have in mind is whether the department store could not be best served by a distinct separation of buying and selling functions. For example, this is the thought in back of the following quotation made by one of the best minds in present-day retailing:

"Perhaps the solution of the problem lies in the building up of a new psychology of selling which will lead to the carrying on of these (selling) duties in an efficient way without requiring the stimulus of buying responsibility, which some department store selling forces seem to need today."

These questioning men are looking forward to the time when the department store field will consist of large chains or closely related groups such as the Retail Research Association and the American Retailers Association, with one chief buyer in each department for the

entire group. When this comes to pass the position of the buyer will be relegated to that of a department manager, and department store practice will more than ever closely resemble that of the five-and-ten-cent store and popular price chains.

This development may be an evil one for the department store business, because it will make men with originality more than ever turn away from the department store ranks. The problem of getting able men for department store positions is already a very serious one.

## MOST BUYERS ARE KEEN MERCHANDISING MEN

The buying position in the department store field has been the one which offered quick success and substantial earnings. These considerations were sufficient to attract the keenest merchandising brains, and it will be a sorry day when department stores are reduced to bureaucracies and department store positions filled by the type of red-tape-loving thin-wits inevitably associated with them. It is, however, up to the buyer to flow with, rather than to senselessly stem, the tide in retailing. If he will, he can find in the modern merchandise manager a strong ally rather than a captious critic.

In just what respects can the merchandise manager co-operate with the buyer? There is first, of course, the ordinary, now accepted routine checking which has to do with the dollars-and-cents purchase appropriation, required turn-overs and required mark-ups.

Beyond that, the merchandise manager can give the buyer the whole store point of view. Where two buyers each want the same thing, someone must adjudicate in the matter, and there is no one

Reprinted by permission from "Department Store Organization" by Arthur Lazarus, published by *Dry Goods Economist*, New York.



better fitted to do this than the merchandise man. In this respect the merchandise manager is a coordinator. Something else, too, is meant by the "whole store point of view." A store should decide for itself just what niche it wishes to fill in a community—just what type of customer it wishes to attract for itself. Having so decided, it is important to maintain the idea of this goal in each department. For example, a store in a very large city is known throughout the community as a popular price store. The buyer in the shoe department attempted to build up a high-grade shoe business, which attempt manifestly was doomed to fail. This buyer was attempting to boost his department out of the niche the store had created for itself in that community.

On the general matter of price levels the merchandise manager can bring about a prevailing uniformity of point of view. In maintaining this whole store point of view it is likewise a duty for the merchandise manager to see that no department, particularly no style or semi-style department, falls below the store standard. Just as it is a temptation for some buyers to build up a "de luxe" trade, so others seek easy volume by retailing gimcracks. The merchandise manager performs a salutary job by maintaining guard against such tendencies.

The merchandise manager worth his salt will stand between the buyer and the store owner when the store owner insists on increasing volume each year. There are times when increases in volume can be obtained only at the sacrifice of standards. A business cannot be built up solely on regular-priced merchandise; but too many job lots and too widespread reductions will, in time, defeat their own purpose. Business built up on job lots and reductions is not built on a solid foundation. Such volume may go reeling at any time.

The merchandise manager will see to it that the one good job is done in his store. Just what do I mean by this? At various times certain commodities go off in de-

mand let us say—for example, veils. The tendency then is to ignore these departments; but there is always enough business in town to produce a profitable volume if the merchandise manager and the buyer decide to do the job as carefully and as finely as possible.

The merchandise manager will help the buyer in working with manufacturers. This does not mean that he will instruct his buyers to exact the last concession out of manufacturers. Rather will he show them how both manufacturer and retailer can profitably co-operate. A buyer of furniture has built up the business of many a small manufacturer by lending him assistance in the early days of the enterprise. This buyer showed a real broad-gauge mind by sizing up manufacturers and going out of his way to assist them to establish their business. Needless to say, that sort of assistance did not go unappreciated. That is just one illustration of what is meant by working with manufacturers. The merchandise manager will also insist that buyers really develop their assistants. There is a tendency on the part of many buyers to ignore their assistants whenever there is some important decision to be made. This policy works against both the interest of the house and the interest of the buyer himself, and it is part of the merchandise manager's job to demand the right kind of treatment for assistants.

#### IMPORTANCE OF MERCHANDISE ANALYSIS

Some time ago one of the outstanding merchandise managers made the statement that, after all, the merchandise manager could not do much about quality of merchandise—the sizes, styles, prices and colors. Since that time there have been extensive developments in the practice of merchandise analysis. Few merchandise managers have begun to appreciate to what extent merchandise analysis is intertwined with their work. It is now possible to tell buyers before they go to the market, and not after the event, just what man-

ufacturers' commodities were sold, what sizes were in demand, what colors were sold, what types of merchandise were in demand, what prices were popular, and what styles were purchased. This sort of information will be extremely valuable for the guidance of the buyers, and will immediately react by decreasing mark-down percentages.

In the foregoing the co-operative relations which can be maintained between merchandise manager and buyer have been indicated. A concise statement of this viewpoint comes from C. E. Dibrell, of Lord & Taylor's:

"The buyer is the executive with supreme responsibility, and the efforts of the whole organization are to inspire and to supplement him in every way and to give this executive more knowledge, more power and greater efficiency."

We are coming, more or less, to a parting of the ways. The next few years will tell the story of whether the buyer can or will utilize the new agencies to assist in the modern merchandise office.

### McGraw-Hill Golfers Defeat United Publishers

Representatives of the McGraw-Hill Publishing Company, Inc., New York, defeated the players of the United Publishers Corporation, also of New York, in the sixth annual golf tournament of these companies, held last week at the Sleepy Hollow Country Club, Scarborough, N. Y. The victory of the McGraw-Hill golfers gave that company its second leg on the Baldwin Trophy. Curtis McGraw won the low gross prize.

### O. B. Briggs with Frank G. Morris Agency

O. B. Briggs, for the last two years promotion manager of the B. G. Pratt Company, New York, has joined the staff of the Frank G. Morris Company, advertising agency of that city. At one time he was with the Baltimore division of the Armour Fertilizer Works.

### Appoints John Thomas Miller

The Utica Knitting Company, New York, has appointed John Thomas Miller, advertising and merchandising service, also of New York, to direct its consumer advertising. The Miller service has been directing the trade advertising and sales promotion work of this company.

### Two Claims That Antedate Mr. Bauer's First Reading

HERALD-NEWS  
JOLIET, ILL.

Editor of PRINTERS' INK:

Yes, I can match the record of A. Bauer, who has been a reader since 1889. I have been reading PRINTERS' INK with much profit since it was first published by the late George P. Rowell, whom I personally knew.

H. E. BALDWIN,  
Manager National Advertising.

REED & CARNICK  
JERSEY CITY, N. J.

Editor of PRINTERS' INK:

I was introduced to PRINTERS' INK back in 1888, when I was a small and susceptible boy, residing in New Hampshire. My father was, and is, a clergyman, and he was a friend of George P. Rowell.

In those days there were no unpleasant post office restrictions, and Mr. Rowell very kindly put my dad on the complimentary list and kept him there for many years.

I read every issue until I went to college, and then I had the back numbers saved so that I could go over them when opportunity presented.

Although I have followed the medical profession for three decades, there have been few issues of PRINTERS' INK which I have not read with great interest and much profit (since entering the profession). For many years, in addition to practice, I have been an official of a company manufacturing ethical pharmaceutical products for the medical profession, and in this work P. I. has been indispensable.

H. S. BAKETEL,  
Vice-president.

### Publishes "The American Produce Grower"

The first issue of *The American Produce Grower*, a monthly magazine, has been published by the International Trade Press, Inc., Chicago. Harry W. Walker, vice-president and general manager of the International company, is publisher of the new periodical.

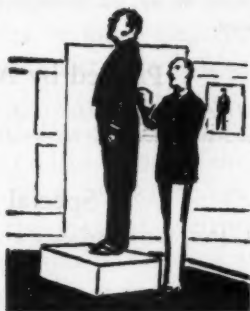
### Middletown "Herald" Appoints Fred G. Cooke

Fred G. Cooke, who has been national advertising manager of the Springfield, Mass., *Union*, has become associated with the Middletown, N. Y., *Herald* in a similar capacity.

### Herbert J. Fowler Dead

Herbert J. Fowler, general manager of the Binghamton, N. Y., *Sun*, died at that city last week. He joined the *Sun* three years ago. He previously had been publisher of the Auburn, N. Y., *Advertiser-Journal*.

*Sweeney has a new dress suit!*  
*—it's brown*



**T**O MIRROR  
MERCHANDISE  
TO MILLIONS—

# Get the facts!

## A Sixteen Page Section

Every Sunday, beginning October 10, 1926, containing the world's finest pictures from the crack staff of The News, and from the fourteen branch offices and fifteen hundred resident correspondent camera-men of Pacific & Atlantic Photos, the News-Chicago Tribune international picture syndicate.

## Printed by Art Gravure

One of the largest independent producers of fine intaglio printing in the United States. The Sunday News will be their largest run.

## Special Stock

Standard forty-five pound rotogravure paper, the best roto stock available.

## Strongest Reader Interest

The new Rotogravure section will be the most attractive all-picture part of the tabloid size, pictorial Sunday News.

## Circulation

The print order for the first issue is 1,500,000. Approximately 70% city and suburbs, 30% national.

## Lowest Cost

One time, \$1.00 per agate line. Thirteen times or 5,000 lines, \$1.90. Twenty-six times or 10,000 lines, \$1.80. Lowest milline rate in the country—only one-third more than regular black and white rates.

## Late Closing

Advertising deadline only fifteen days before date of issue—third preceding Saturday.

# *New York* NEWS ROTOGRAVURE

**F**LASH the facsimile of your merchandise to millions of prospects at one time! Mirror your product in a medium that reflects it more clearly, more nearly, more sincerely to the Largest Circulation in America! Available now—News Rotogravure, at the lowest roto milline rate in the country; in the more effective, more economical selling units of the thousand line tabloid page; News Rotogravure, that covers comprehensively the greatest Metropolitan market, and affords a generous widespread surplus of national circulation; one part of the Sunday News to be read first by the sesquimillion readers of this phenomenally successful newspaper!

The present introductory rates are based on 1,200,000 circulation—a price that is profitless to us, outstandingly opportune to you. The print order for the initial issue of October 10th already has reached 1,500,000. Get the order in now, because the circulation compels an early and unavoidable increase! Write, phone or wire either office for further details of this immediately compelling offer.

**THE  NEWS**  
*New York's Picture Newspaper*

Tribune Tower, Chicago

25 PARK PLACE, New York

# Stock Exchange Bond Houses Need Advertising Freedom

There Is a Danger of the Business Going Elsewhere—to Banks, for Instance, Which Are at Liberty to Advertise Bonds Effectively

By Edgar G. Criswell

Manager, Financial Department, The Quality Group

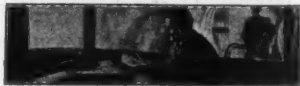
**M**ORE intensive selling of securities by a larger number of men among a constantly growing bond-buying public all over the country will bring about more appreciation of advertising and of the advertising manager's work. It is here now, substantially, in the case of a few houses. It is coming among others. The great advance which institutional advertising has made in creating fields for many new products and in increasing the use of others will surely develop further in the market for investment securities.

There are some handicaps in working out the details of this coming advance. Among others there is the bushel the New York Stock Exchange has held down these many years over the light of advertising which has tried to burn in Wall Street. Officially, this concerns member houses only, but as a matter of fact it darkens all sections where financial advertising is used. They are all pretty much alike in our Wall Streets. Non-member houses are quick to fall in line with members of the big Exchange. They

set the pace. The Exchange pace today calls for a "card" type of advertisement. It *should* be the pace of modern business which accepts advertising as a part of salesmanship and uses it in its



"Two incomes are better than one"



## BONDS for permanent income

Consistent investment of a part of your current earnings in good bonds will enable you to build up a second income from accumulated earnings, a permanent income which will carry on after your own personal earnings cease.

To assist you in fitting suitable bonds into such a broad investment plan, we maintain offices in fifty leading cities in the United States and Canada. Our experienced representatives will gladly analyze your needs and make recommendations.

### The National City Company

National City Bank Building, New York

BONDS ACCEPTANCES



SHORT TERM NOTES

BONDS ARE ADVERTISED JUST LIKE MERCHANDISE BY  
THE NATIONAL CITY COMPANY

most improved forms, and hopes for still more effective forms in the future.

The Stock Exchange rules forbid the use of illustrations at a time when good advertising is all more or less a picture. They frown on ornamental type work and decorative borders when all

Portion of a talk delivered before the Investment Department of the Financial Advertisers' Association at its eleventh annual convention in Detroit, Sept. 22, 1926.

the rest of the world is using them. They exercise a censorship in the telling of a sales story, which was required years and years ago, but for which there is no need today in better advertising conditions.

## Clark, Dodge & Co.

*Specialists since 1847 in  
Government, Municipal  
and Corporation Securities,  
suitable for the  
needs of Individuals,  
Trustees & Institutions*

**Inquiries Invited**

**51 Wall St., New York**

**790 Broad St., Newark**

Members New York Stock Exchange

A TYPICAL STOCK EXCHANGE BOND HOUSE  
ADVERTISEMENT. COMPARE THIS PLAIN  
CARD ANNOUNCEMENT WITH THE AD-  
VERTISEMENT OF THE NON-MEMBER.

These three handicaps in the advertising of their members, the Governors of the Exchange do not see. The "free and open market" is their big idea—the greatest securities' trading place of the world—and that's a wonderful idea, but they do not seem to differentiate between the sales problems of those members who are engaged chiefly, first, in the original underwriting and in the initial distribution of securities, and, second, those whose activities consist largely in handling secondary distribution and in subsequent

trading, which are quite different functions—each valuable and each necessary—but vastly different in their relation to sales and advertising. The one deals with the building up of industry, with the establishment of markets, with the extension of a far-flung line of investment securities, circling the globe, indeed, with American investments; while the other performs the indispensable service of price-making and market-making.

You get a graphic picture of these two important elements by looking at the membership of the Exchange. It is made up of approximately 600 registered firms. Of these about one-fifth (124 to be exact) belong also to the Investment Bankers Association of America and in that way

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**UNITED STATES GOVERNMENT  
MUNICIPAL AND CORPORATION  
BONDS**

**MYRON S. HALL & Co.**

MEMBERS NEW YORK STOCK EXCHANGE

**100 BROADWAY  
NEW YORK**

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ANNOUNCEMENTS LIKE THIS MUST COM-  
PETE WITH SUCH ADVERTISEMENTS AS  
THAT OF THE NATIONAL CITY COMPANY

indicate their greater interest in the originating side of the investment banking business; while the other four-fifths are chiefly interested in the problems of the market-place. Relatively few of them ever originate issues. Except a certain half-dozen or so who serve in important financial relations to large corporations, and an equal number who are engaged mainly in foreign financ-



McGraw-Hill  
Building,  
New York

McGraw-Hill has its fingers on the throbbing pulse of American Industry. Its investigators and statisticians are continually garnering facts and figures that help to make McGraw-Hill Publications vital forces in industry. In a never-ceasing stream these comprehensive data pour into the McGraw-Hill organization. Then through the McGraw-Hill Publications the information is disseminated among the particular industries to which it may apply—authoritative, virile facts on the trends and developments of industry.

*Chemical and Metallurgical Engineering* provides dependable statistical information for the process industries. Its weighted price index is used as an authority in Secretary Hoover's "Monthly Survey of Current Business"—in the bulletins issued by large metropolitan banks—and in leading newspapers. Manufacturers and consumers of industrial chemicals use it as a guide in charting production and consumption facts and trends. Equipment manufacturers gauge conditions by it.

*Engineering and Mining Journal* is the publication through which come facts and figures of vital importance to the stabilization and stimulation of the metallic and non-metallic mining industry. Its market quotations are accepted as a basis for computing contracts in the industry. And its practical information on methods and machinery for eliminating waste and increasing efficiency and profits is welcomed by its subscribers.

*Electrical World* was the first to collect data on the operations and the development programs of the electrical industry and has continued to present these statistics week after week, charting in detail thereby, the progress of this great service industry. It also publishes each month national and sectional barometer of activity in each of the primary manufacturing industries. This barometer is based upon reports of electrical energy consumption received monthly from almost 2,000 large manufacturing plants which consume approximately eight-billion kw.-hrs. per annum. This barometer is accepted by economists as the most timely, diversified and sensitive indicator of industrial activity available.

*Engineering News-Record's* construction cost and construction volume index numbers are the authoritative gauges in the field of industrial and engineering construction. Its compilation of value of contracts awarded the country over in the various classes of construction (a monthly service for 14 years) gives the engineer, contractor, manufacturer of equipment and the material dealer an accurate running account of the financial value of the business from which they derive their living.

And so with all other McGraw-Hill Publications. Industry's dependence upon them is the logical outcome of centralizing the collective resources of the McGraw-Hill Publishing Company in obtaining information and disseminating it scientifically. It is from this storehouse of industrial data and the experience in acquiring

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CHEMICAL





# the Industry's Data Center

to collect the facts that has come the ratings of industrial markets and the formula for selling them efficiently. This knowledge is epitomized in the following McGraw-Hill Four Principles of Industrial Marketing:

**MARKET DETERMINATION**—An analysis of markets or related buying groups to determine the potential of each. With a dependable appraisal of each market, selling effort can be directed according to each market's importance.

**BUYING HABITS**—A study of the selected market groups to determine which men in each industry are the controlling buying factors and what policies regulate their buying. Definite knowledge eliminates costly waste in sales effort.

**CHANNELS OF APPROACH**—The authoritative publications through which industries keep in touch with developments are the logical chan-

nels through which to approach the buyer. In a balanced program of sales promotion these publications should be used effectively and their use supplemented by a manufacturer's own literature and exhibits.

**APPEALS THAT INFLUENCE**—Determining the appeals that will present the product to the prospective buyer in terms of his own self-interest or needs.

The application of these Four Principles of Industrial Marketing to your business must result in greater efficiency and lowered selling cost.

A request, either from you or your advertising agent, for a personal consultation entails no obligation. McGraw-Hill marketing counselors are at your service, ready to show you how you can effectively use Industry's Data Center.

McGraw-Hill Publishing Company Inc., New York Chicago Philadelphia Cleveland, St. Louis San Francisco London

## McGraw-Hill Publications

45,000 Advertising Pages used Annually by 3,000 manufacturers to help industry buy more effectively.

### CONSTRUCTION & CIVIL ENGINEERING

ENGINEERING NEWS-RECORD  
SUCCESSFUL METHODS

#### ELECTRICAL

ELECTRICAL WORLD JOURNAL OF ELECTRICITY  
ELECTRICAL MERCHANTS

#### INDUSTRIAL

AMERICAN MACHINIST INDUSTRIAL ENGINEER  
CHEMICAL & METALLURGICAL ENGINEERING  
POWER

### MINING

ENGINEERING & MINING JOURNAL  
COAL AGE

#### TRANSPORTATION

ELECTRIC RAILWAY JOURNAL  
BUS TRANSPORTATION

#### OVERSEAS

INTERNATIONAL INTERNATIONAL  
AMERICAN MACHINIST  
(See many editions)

### RADIO

RADIO RETAILING

#### CATALOGS & DIRECTORIES

ELECTRICAL TRADE CATALOG  
ELECTRICAL ENGINEERING CATALOG  
RADIO TRADE CATALOG  
KEYSTONE CATALOG KEYSTONE CATALOG  
(Coal Edition)  
COAL CATALOG CENTRAL STATION DIRECTORY  
ELECTRIC RAILWAY DIRECTORY  
COAL FIELD DIRECTORY  
ANALYSIS OF METALLIC AND NON-METALLIC  
MINING, QUARRYING AND CEMENT INDUSTRIES

ing, they are the trading and commission houses—whose men are generally known as the brokers of Wall Street.

The one-fifth have a sales problem to which modern advertising lends itself beautifully and successfully, and the contention now is that they might well be allowed to use it. The other four-fifths, with the exceptions noted, speaking of their particular sales problem, which is to get customers to use their service in buying and selling securities, are in a different position and, for various reasons, it seems likely that the kind of advertising which comes within the law of the Exchange today is well adapted to them, with perhaps a certain polishing up and a bit of freer hand in telling what it is such houses can do for the public.

Again, it is this one-fifth which could not only use the power of modern advertising to advantage, but which is seriously handicapped without it. Among the 650 odd bond houses which belong to the Investment Bankers Association of America and of which 124 are members also of the New York Stock Exchange, there are 526 houses which are not bound by restrictive advertising rules, including a large number of the leading originating houses of the country—the very houses which Stock Exchange members must meet in unequal competition in the bond and stock sales market of the country—unequal because they are held within the narrow limits of Exchange advertising tradition.

#### FUTURE LOOKS BRIGHTER

There is surely some light ahead, though. The Stock Exchange has enjoyed distinctly better and more progressive management under Presidents Cromwell and Simmons. It has been more responsive to the wishes of its members and to the interests of the public. It has been more adaptable to conditions as they appear. It has given its trading members every facility on the floor that money could buy. It is only reasonable to believe now

that it will respond readily to a good, strong appeal from its originating house members for more liberal rules which will allow them to meet the advertising competition of non-member houses.

If you don't think there has been something really serious back of the failure of investment advertising to make more progress, just compare modern bank advertising with much of today's investment advertising. That will show you. The big banks, free to do as their ambition and good taste suggest, have taken up every feature of the best advertising of the time—illustrations, borders, reason-why copy, lots of white space, and everything, while not a single blemish has appeared on their sales escutcheon as the result thereof. And they had some right to hold back from offering their facilities to all and sundry, for they were the inheritors of a tradition of too proud to advertise. They made an almost impossible change of character in accepting advertising as a policy in their business. Even today, while offering their service as broadly as the advertising voice will carry it, it is not possible for them to serve all who respond.

The bond house, on the other hand, has a commodity to sell, and it doesn't need to deliver it until the money is paid over. And yet, our advertising banks are just as dignified and as correct in their manners now as in the days of portly figures, stove-pipe hats, and mid-Victorian whiskers, and their advertising conversation with the public has made them more human and humble. These latter qualities may be commended to certain of their brethren in the bond business.

The thought, in this connection, of the competition of banks will not escape. A number of the big banks in the largest cities are directly or indirectly in the bond business. Some men hint that the development of the bond business of the future will be more in the direction of the big banks and their subsidiaries than toward the individual partnerships which long constituted the cream of invest-

## Do you advertise also to trade or industry?

*... An unusual service we offer through  
our Trade and Industrial Copy Division*

FIVE years ago it was an idea; today our Trade and Industrial Copy Division consists of twelve men.

The idea grew out of a problem. The problem, briefly, was to get more interesting pictures and more sensible text in the advertisements prepared for business papers; to improve our clients' direct-mail advertising, their dealer helps, and all other forms of collateral advertising.

It was common practice to entrust this work to the staff producing consumer copy. Would better trade and industrial advertising result if it were prepared by men especially trained

for the work? We thought it would.

Our Trade and Industrial Copy Division consists of eleven writers and an art director. The writers were drawn from varied fields—Architecture, Electrical Appliances, Drug, Grocery—to name a few. Study, experience, and an ability to write give them an especial fitness to address the different trades.

Separate plans and copy policies are drawn up for this work. The page in the Druggists' Circular now receives proportionately as much painstaking effort as the advertisement pre-

pared for a national weekly or a metropolitan newspaper.

These writers spend at least one-fifth of their time calling on trade and industry. Records for the past month cover a trip of several miles underground in coal mines; laying linoleum floors; canvassing in behalf of washing machines.

The comparison between our present trade paper copy and that produced when we handled this work as it is still customarily handled is more than interesting. The copy and its results are convincing in a

way that speaks for itself.

The trade press has commented upon the work that is produced by this division. Other agencies have planned to start similar departments.

The services of our Trade and Industrial Copy Division are offered to national advertisers as part of our regular account procedure. We shall be glad to discuss the specific advantages this division affords for the better handling of that part of your advertising appropriation not devoted to consumer magazines and newspapers.

**GEORGE BATTEN COMPANY, INC.**

*Advertising*



NEW YORK  
383 Madison Avenue  
BOSTON  
10 State Street  
CHICAGO  
McCormick Building

**GEORGE BATTEN COMPANY, Inc. • NEW YORK • CHICAGO • BOSTON**

ment banking. Maybe the excellent advertising of the bond departments of some of the big banks has helped this along. At any rate, banks are in a strong strategic position. They have stepped out of the fetters of bank advertising tradition, they have found the going along the advertising highway good, and they have a free hand.

Going back to the general bond houses, suppose we take a survey of advertising conditions as the man in the street finds them. Although they are dealers in investments themselves, the idea of advertising as an investment did not develop well among investment bankers, although they came across it in concerns which they financed (and included a mention of it in offering circulars at times). If there had to be any advertising, the partners of the firm passed it back and forth among themselves to see if any one cared enough about it to keep it, and generally none would. Occasionally one did. Oftener it was passed on to some clerk to "handle," or if the thing developed to a point where, after the lawyers got through, someone had to look after the periods and commas or check up on the hedge clauses, then it was turned over to the statistician.

#### ADVERTISING NOT THE STATISTICIAN'S JOB

Now, generally speaking, but with certain exceptions, the statistician is the very last man in the world who ought to handle advertising. Your statistician has his place in the sun of investment making, and he has his reward. His work begins when the buying men start on a "deal" and goes on until the very last "i" has been dotted and the very last "t" has been crossed and the lawyers have gravely given the go-ahead signal. The combined care and far-sightedness of buyers, lawyers, and statisticians put the sterling mark on securities and give the sales department something to sell.

In the meantime, the sales department, knowing what is coming, is ready to swing into action,

like a troop of cavalry. Then the weak spot develops. The information given to the sales department and the public is usually a combination of statistics and technicalities, having come from the statisticians and the lawyers. Usually there is no one at hand trained to interpret the facts and figures in terms of modern advertising for use in letters, circulars and advertisements. The statisticians and the lawyers *should* do this work, but interpretation of a sales message to the public is the business of trained sales and advertising men. The buyers, statisticians and lawyers should furnish to the sales department a finished product. The sales and advertising men should take care of the details of passing it along to the public.

This is not only of importance in connection with particular offerings, but is essential with bond-house institutional publicity, where the use of advertising becomes a technical matter in itself—a matter of study and training entirely outside of the experience of the statistician. The technique of statistics is one thing; the technique of advertising is quite another. A man may have immense ability to dig into problems and analyze them, and then be unable to interpret them in the language of the people, or be a total loss in writing advertisements which will inspire people to do business with his house.

There *are* exceptions, but distinctive, distinguished, creative investment sales advertising has been developed chiefly by men from the writing end of newspapers and from bond sales departments, and rarely from the statistical department.

If *all* the truth is to be told here, there is another man who comes under this same condemnation. He is the treasurer. If your treasurer should come in some Monday morning and say: "I tell you, boys, let's spend \$25,000 a year for five years to make our house better known and back up our salesmen with good constructive advertising!"—just like that, cheerfully and enthusiastically—

you can imagine what would happen. Treasuring and selling are different jobs. Your treasurer's business is to treasure, to conserve, to have, and particularly to hold, and to cherish in sickness and in health. Your sales executive, on the other hand, will spend money to make money—even to save money. They are two quite distinct types of mind.

Then there is an element outside of the bond houses to be considered in this general indictment. This is made up of the advertising agencies. They sometimes "sell" their service as taking the place of an advertising department, including the advertising manager, and partners have grasped this idea gladly as saving a lot of trouble and expense. In a great many cases it does that very thing.

A certain number of bond dealers and trading houses have little need for distinctive advertising, and in Wall Street and La Salle Street there is a great deal of routine financial advertising that serves its purpose pretty well. Such advertisers don't require the help of a trained advertising manager and expensive agency service. They want a quick-acting, clearing-house type of agency to help them out in a hurry, and they get it, and it's worth the price, which the publishers pay. Further, there are more local houses needing that form of service in the nature of their business than there are originating houses which should have a different kind of service, and yet some of the best known of these originating houses are not willing to pay the price to get what they ought to have. They are not willing to pay the price either to advertising agencies or to employ their own capable advertising men to develop a style and type of advertisement which would be their very own.

Or, maybe the fault is with the teachers of advertising, including the representatives of the agencies and the magazines and newspapers. They, myself included, have not "sold" advertising to the bond houses on the proper basis. They have merely sold space—a

"card" here and a "card" there—and the publication men have made tremendous efforts to be "included" in the list for this or that big offering for tomorrow's paper. That's part of their job, of course, but the big thing has been to sell the partners in bond houses to use advertising as an adjunct to their other sales efforts, to use it as a sales power, to use it to save years of time in getting acquainted with bond buyers, and to advance the work of salesmen, but that thing hasn't been done. The partners don't know that story. Partly it is their fault. They are busy and in many bond houses the partners do a great deal of all the work that is done—and the day is short—very little time to give even their own advertising man. What is needed on the part of agency and publication men is more aggressive missionary work to turn a lot of unbelieving bond house partners into converts to advertising.

If investment advertising is to be improved greatly it must be improved from within the bond houses. Partners will have to give some thought to the distinctiveness and individuality of their advertising, to developing a type of advertisement that stands for *their* house, and no other, as is the case in so many commercial houses and banks, and to using advertising as an inseparable adjunct of their sales machinery, as every bond salesman's friend and helper, and as the house's ambassador extraordinary to the bond-buying public.

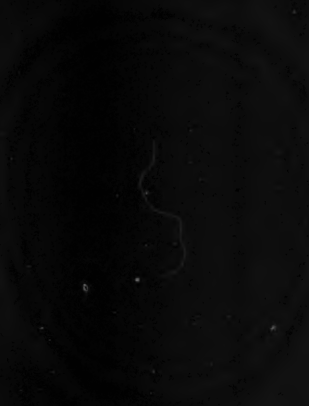
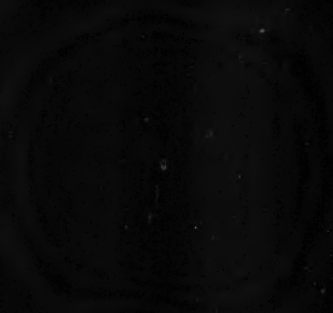
### Harry Wasserman Joins W. B. Conant

Harry Wasserman, formerly Western sales manager of the Cellucotton Products Company, Chicago, has joined the staff of W. B. Conant, publishers' representative, of that city.

### Chicago Business Editors Meet

A. R. McDonald, editorial director of *System*, addressed the first fall meeting of the Business Editors Association of Chicago, which was held September 14. His talk centered on subjects most closely connected with the editing of business publications.

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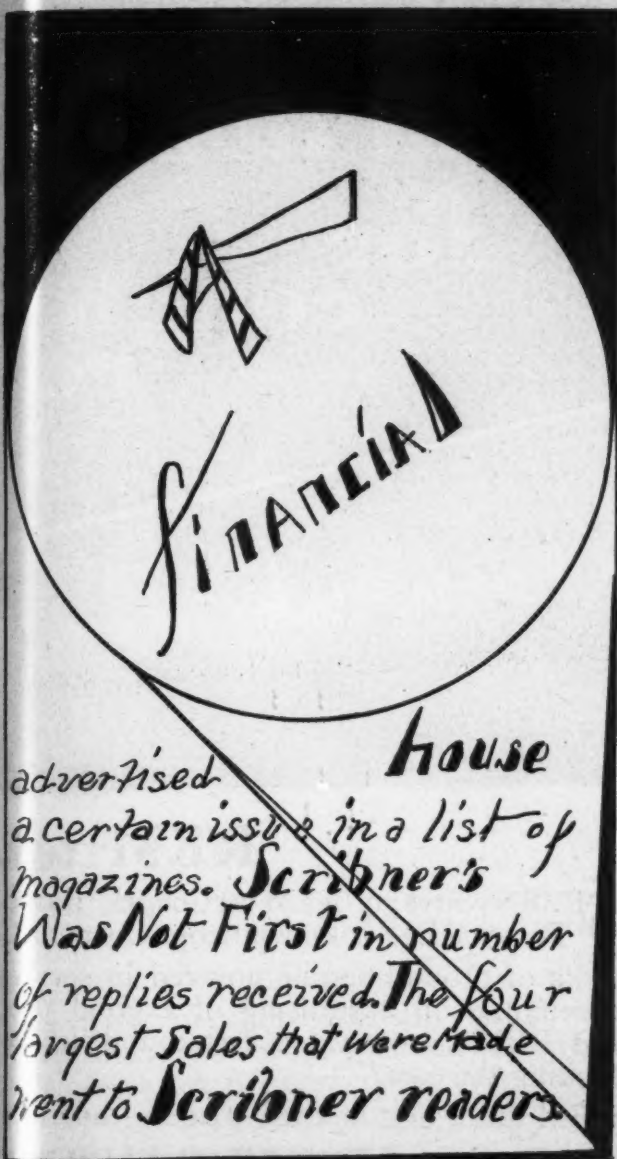






Sept. 23, 1926

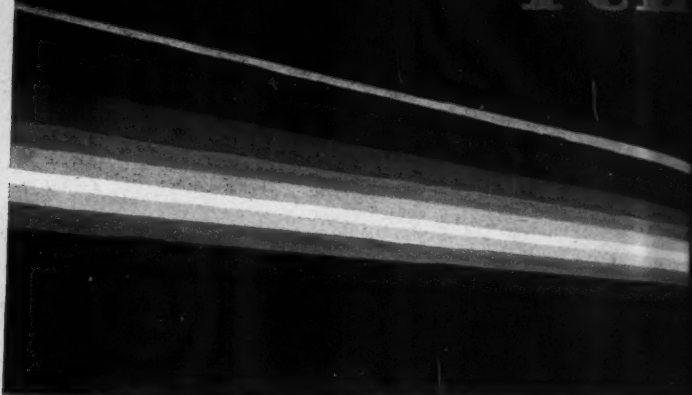
PRINTERS' INK



advertised **House**  
a certain issue in a list of  
magazines. Scribner's  
Was Not First in number  
of replies received. The four  
largest sales that were made  
went to Scribner readers.

"Weather Reports" Read Well. Scribner's Produces Orders.

*All aboard*  
**for**  
 cough  
 relief



## REM takes on

**S**EVEN years ago "REM for Coughs" was an idea. Today REM is known from Coast to Coast. A lot of ground can be covered in seven years through good advertising of a good product, but REM has traveled faster and farther by "taking the cars."

REM did it first in a few places—then in all the

**STREET RAILWAYS**



## Longer ride

Increased number of cities and now in a territory that includes the greater part of the United States.

Street Car advertising helping REM?

Advertisers who are pleased usually "say it with contracts" and the Maryland Pharmaceutical Co. has just signed a new five year contract which puts REM in the cars on a bigger scale than ever before.

ADVERTISING COMPANY



# *In* Kentucky

## *Radio Means* **WHAS**

**T**HESE newspapers were radio pioneers in this territory. Their radiocasting station WHAS is a popular favorite throughout the nation and is the only high-powered station in this territory.

Radio news, programmes, diagrams, features, etc., are an important part of each day's issues.

As a result of their radio popularity and their dominant circulation leadership in this territory

**They carry more than five times as much radio advertising as the other Louisville newspapers.**

over  
**139,000**  
daily

**The Courier-Journal**  
**THE LOUISVILLE TIMES**

over  
**112,000**  
Sunday

REPRESENTED NATIONALLY BY THE S. C. BECKWITH SPECIAL AGENCY.



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# Trade Commission Will Fight Fraudulent Advertising

Asserts It Will Issue Complaints Against Publishers Who Carry False and Misleading Copy

Washington Bureau  
of PRINTERS' INK

IT is the purpose of the Federal Trade Commission to institute a campaign against publications which carry advertisements of a fraudulent and misleading nature. This fact was made known to the public generally last week, although the Commission has been devoting considerable time and attention to this new work which it has cut out for itself.

While it is too early to tell how effective the efforts of the Commission may be, there is one particular phase of the matter that is already attracting comment among advertisers and publishers who are most anxious to avoid even the appearance of evil. This is the danger that exists in stirring up trouble in "border-line" cases—advertising which may be false but is probably true.

This phase of the subject was discussed with Commissioner William E. Humphrey, who inaugurated the campaign, after his return to Washington last week. He declared that publishers have absolutely nothing to fear when they accept business which is, to their best knowledge and belief, reputable and legal.

"In the first place," he continued, "most of the publishers of the country are extremely careful of the character of the advertisements they accept, and for this reason they are one of the most powerful influences for honest business. A great majority of the publications of America keep their advertising columns clean. They are a credit to themselves and to business generally, and they have absolutely nothing to fear from the Federal Trade Commission. Only a very few of the many publications in the country knowingly carry fraudulent advertisements, and I assure you that they are going to have our most care-

ful attention for many months to come.

"The importance to the public of the Commission's action in this matter cannot be over-estimated, in my opinion. We have made a good start, and we are going to continue the campaign relentlessly, if I can have my way and the courts sustain our action, as I am confident they will.

"There is great need that the business and advertising men of the country fully understand the condition as it exists, if it is to be improved. The publication of the advertisement is the vital part of the fraudulent plans of the advertising crooks. Without paid publicity the schemes would be impossible of successful consummation. Prevent the publishing of false and misleading and fraudulent advertisements, and you strike the most vital blow that can be given to that class of fakers and crooks which plunders the public.

## SOME GLARING EXAMPLES

"Therefore, we are concerned with those advertisements which are plainly false and are known to be so by those who accept money for their publication. Glaring examples of these fake advertisements are the various 'Anti-Fat' remedies, medicines, soaps, belts, and other articles. All of these are fakes, all dishonest, and many of them are harmful. Also in this class are the advertisements of patent medicines for incurable diseases; they are frequently injurious, and by holding out false hopes often keep the victim from real help until too late. Then there are beauty creams and lotions, that improve the pocket book of the faker, while they may actually injure the complexion of the user. Fake industrial schools are numerous, and their advertisements hold out alluring but false

promises of lucrative employment after casual effort and study.

"Fortunately, most of the magazines and newspapers exercise care in the selection of their advertisements, and they deserve credit for having done more than perhaps any other agency to bring about truth in advertising. These newspapers and magazines have voluntarily purged their columns of objectionable and misleading advertising, and they have been inspired by the highest motives and without any pressure from public authorities. Assuredly they deserve protection against unfair and fraudulent competition.

"While those publications which will publish any advertisement for money regardless of truth, honesty or decency, are a small percentage of all publications, their number in the aggregate is appreciable. And against this class of publications I have persuaded the Federal Trade Commission to declare and commence war, and, unless all indications fail, it will be a war of extermination."

During his discussion. Mr. Humphrey referred several times to the notes he had prepared for a speech he delivered before a convention of the National Petroleum Association at Atlantic City. In this speech he emphasized the fact that the Federal Trade Commission was not at all interested in advertisements that may be in the twilight zone or near the borderline. And he explained that this class of advertisements was comparatively harmless.

#### NOT INTERESTED IN BORDER-LINE ADVERTISEMENTS

On his desk were several publications of wide circulation that, he said, carry not less than fifty dishonest and indecent advertisements in a single issue. He then pointed out that it would be both silly and futile for the Commission to give its time and attention to advertisements in the borderline, when the obviously fraudulent advertising was so large in volume and so productive in its results.

"We do not know of any method," he added, "by which the

amount of money taken from the public by fraudulent advertising can be computed with any degree of accuracy. Yet I am satisfied from the results of my investigation of the subject that the sum reaches a total of more than \$500,000,000 a year.

"The business men of the country should realize that this vast sum is taken out of their own legitimate channels of business; also that those deceived by fraudulent advertising tend to lose faith in all advertising. Repeatedly, honest business has demanded relief. Many attacks have been made on the fraudulent advertiser; but, while the volume of misleading advertising has been reduced, it has not been wiped out.

"The courts, in a great many instances, are apparently helpless. The action of the Post Office Department has been ineffectual, except in certain well-defined cases of limited number. So far, the efforts of the Federal Trade Commission have not been encouraging in their results.

"We have tried to reach the originators of these schemes. We have accomplished something, but comparatively little. The crooks are usually fleet and cunning when they engage in this business. When located and investigated, they fold their tents and silently vanish. Then they soon commence business again in some other locality and under a new name. This is the main reason why our proceedings against them have not accomplished what we hoped to accomplish.

"During the last year I have given the subject considerable study, and I have reached the conclusion that the campaign which we are developing is an effectual and direct remedy. When we proceed against a publication, its publishing concern cannot quit business as soon as a complaint is served upon its officers. The publishers cannot disappear overnight, as their fraudulent advertisers frequently do. With the publisher, a complaint makes a serious business of the offense, and he must appear and defend the action.



"The subject is certainly worthy of the study and consideration of the business and advertising men of the country. For when it is understood, the objections that have been raised lose their importance. Every business man must take the responsibility of conducting his business lawfully. The publisher should not be made an exception. The publisher, through the advertising agency and from other convenient sources, can easily secure all of the necessary facts concerning the advertiser. As a matter of practice, the publisher is generally furnished with many important facts concerning the reliability and standing of the advertiser before the advertising is accepted. Most publishers are exceedingly careful to determine the financial reliability of those to whom they sell space, and it is even easier to learn whether or not the advertiser is honest and truthful in his advertised claims.

"Most of the questionable advertisements are fraudulent upon their face, and cannot deceive the publishers as to their character. For example, take the most common class, those advertisements which promise to give something for nothing. Certainly every publisher knows that advertisements which feature the word 'free' are apt to be open to grave suspicion. In many jurisdictions advertisements which contain free offers are prohibited. No advertisement bearing this word should be accepted by a publisher without the greatest caution.

"It is not the cases in which the publisher uses reasonable care and acts in good faith that do the harm. We are not concerned about such cases. The vast majority of publications find no difficulty in obeying the law, and their publishers know that the faith of the public is a large part of the value of all advertising. Rightly or wrongly, the public assumes that the publisher has knowledge of the advertiser whom he commends to public confidence and patronage. On that assumption the public pays its money and commits to advertisers, in many instances, things more

vital than money. To exercise such power over one's fellows is an extraordinary privilege. It carries with it extraordinary responsibilities, and it is now proposed only to require the publisher to be what his reading public believes him to be.

"The plea of lack of knowledge is without justification on behalf of the publisher. Neither is the objection valid that some publications will lose money if questionable advertisements are banished from their columns. It is possible that there are certain publications that may lose money when they are compelled to obey the law; but many another criminal might interpose the same defense. Judging by those publications which carry fraudulent advertisements, many of which I have carefully examined, it is obvious that if the elimination of fraudulent advertising would prevent their publication, great good would be accomplished. The sale of several of these publications already has been prohibited in certain jurisdictions, on the ground of decency and sound public policy, and the Post Office Department has sought to exclude many of them from the mails.

#### HONEST PUBLISHERS NEED NOT FEAR

"Please emphasize the fact that no reputable, honest publisher is warranted in having any slightest fear of any hardship being placed upon him by the Federal Trade Commission. We are trying not only to protect the public against the fakers and crooks, but also to protect the honest publishers against their unfair and dishonest competition. Our one purpose and our only object is to make it impossible for the swindlers, with the aid of dishonest and mercenary publishers who share the fruits of crime, to rob the sick and unfortunate, the credulous and ignorant, of hundreds of millions of dollars every year. And we expect to put most if not all of the army of crooks and parasites, who use the medium of advertising to gain their ends, out of business.

"The most important fact concerning this that all honest busi-

ness men should realize, is that in no other way can this great good be accomplished except by stopping and preventing the publication and circulation of false and fraudulent advertisements. Hence we consider this one of the most important actions that ever has been undertaken by any governmental agency. We have entered the fight in the expectation of receiving the aid of reputable publications, and we want and expect the help of decent and honest citizens."

### August a Record Month for General Motors Sales

The month of August made a new record in the history of the General Motors Corporation when 134,231 cars were sold to dealers and distributors. Retail sales in August also established a new mark with 122,305 cars and trucks sold. This compares with 78,638 cars and trucks sold in August, 1925, and represents an increase of 56 per cent.

### E. C. Whittemore Joins Boston Agency

Edwin C. Whittemore has joined The Kenyon Company, Boston advertising agency, as manager of its merchandising department. For the last three years he has been with the Cox Confectionery Company, also of Boston. He formerly had been with the Lever Brothers Company, Cambridge, Mass.

### "Chicago Commerce" Advances H. F. Hess

Harold F. Hess, assistant advertising manager, has been promoted to advertising manager of *Chicago Commerce*, the official weekly publication of the Chicago Association of Commerce. He succeeds Merle B. Snyder, who has become manager of sales of the National Republic Mortgage Company, Chicago.

### C. O. Griffiths, Vice-President, Beacon Press

C. O. Griffiths has been made vice-president of the Beacon Press, Inc., New York. He will have charge of service and sales promotion.

### Ross Coles Starts Own Business

Ross Coles has started an advertising copy and art service at Milwaukee under his own name. He was formerly with Moriarty, Mottram, Coles, Inc., advertising agency of that city.

### Fish to Be Nationally Advertised

At the convention of the United States Fisheries Association, at Philadelphia last week, definite steps were taken to launch a national co-operative advertising campaign to increase the demand for fish and to take fish out of the "next substitute" class. Hugh E. Agnew, of New York University, in addressing the convention on this subject said, "Co-operative advertising is the rallying point for industry. It eliminates competition within the industry and it successfully combats outside competition."

Following Mr. Agnew, Merle Thorpe, editor of *Nation's Business*, voiced the same conviction regarding association advertising, stating that the lumber industry, for instance, raised a fund of \$3,000,000 to buy advertising to counteract the competition from other building materials.

E. H. Cooley, manager of the association, in outlining the advertising plans, said, "We plan to spend at least \$75,000 a year to sell the idea of fish as a regular food instead of a Friday meat substitute. We have a variety of food to offer that is comparable to no other food organization, yet the public knows little about fish and seafood. It is our business to inform them fully."

"No member of any industry that has entered a national educational advertising campaign has ever regretted the contribution he made. It is the cheapest and most effective salesman in any market for any commodity."

It was stated that the first year's quota for the campaign has been virtually pledged.

### Gilman, Nicoll & Ruthman Appoint San Francisco Manager

Harry H. Buckendahl, for the last eight years a member of the Chicago staff of Gilman, Nicoll & Ruthman, publishers' representatives, will become manager of their San Francisco office, effective October 15.

C. H. Heydon, formerly with the Kansas City *Star* and *Weekly Star*, has joined the Chicago staff of Gilman, Nicoll & Ruthman.

### H. E. Stephenson Joins Bureau of Advertising

Harold E. Stephenson, formerly with *La Presse*, Montreal, and the Boston *American* and the Boston *Advertiser*, has joined the staff of the Bureau of Advertising of the American Newspaper Publishers Association, New York.

### Betty Wales Account to Boston Agency

The Progressive Retailers Association, New York, promoter of Betty Wales Fashions, has placed its advertising account with The Spafford Company, Boston advertising agency. Fashion magazines are being used.



## And NOW!

### Adventure Enters Upon an *Adventure* of Its Own

**B**EGINNING with the October 23rd issue, *Adventure* will appear in a dress that matches the quality of its contents—a dignified cover, printed throughout on much better paper, and a general typographical improvement. But the quality of contents that, for sixteen years, has attracted and held a loyal and unusually worthwhile audience will remain the same—authentic stories from the four corners of the earth filled with the very spirit of true adventure.

**Butterick—Publisher**

S. R. LATSHAW, President

## The Dealers' Service Department

CADBURY BROS. LTD.

BOURNVILLE, BIRMINGHAM, ENGLAND  
Editor of PRINTERS' INK:

From time to time we have noticed articles in your paper regarding commercial service and merchant service departments in various American concerns. We are interested in this subject in England; our firm is particularly studying it.

We should esteem it a favor if you could let us know the names of American firms who have developed this to the greatest extent and also what literature, if any, there is that we could procure.

CADBURY BROS. LTD.

**C**OMMERCIAL service and merchant service departments, more frequently called dealer service departments, have proved to be valuable sales instruments for manufacturers who have many retail outlets. Among the larger organizations in this country which maintain dealer service departments are the following: California Fruit Growers' Exchange; Hart Schaffner & Marx; National Cash Register Company, Upson Company, Fleischmann Company, Long Bell Lumber Company and the Coca-Cola Company.

Articles have appeared in PRINTERS' INK and PRINTERS' INK MONTHLY which describe the service rendered to dealers by these companies and a number of others. A special list of these articles has been prepared for our inquirer and copies of it will be mailed to those who are interested.—[Ed. PRINTERS' INK.]

## Publication of "The American Teacher" Resumed

The American Federation of Teachers will resume publication at Chicago of *The American Teacher*, a monthly periodical on education and labor. This magazine will replace the *Bulletin*, which has been the official publication of the Federation.

## National Tea Sales Increase

The August sales of the National Tea Company amounted to \$3,906,700, compared with \$3,735,974 for that month last year, a gain of 4.6 per cent. For the first eight months of 1926 sales were \$34,641,427. This compares with \$30,033,464 for that period in 1925, an increase of 15.3 per cent.

## Co-operatives Report Big Increase in Sales Volume

Sales of farm and dairy products through co-operative marketing associations in the United States have largely increased over the twelve-year period from 1913 to 1925. For this period 824 associations which reported a volume of business of \$81,647,000 for 1913 to the Department of Agriculture, report a total of \$164,284,000 for the year 1925, according to a summary which appears in a recent issue of "Agricultural Cooperation."

Over one-half of this total of 824 associations is located in the West North Central group of States. The increase for this group was 94 per cent. The percentage gain for fifty-one associations in the three Pacific Coast States was 174, while fourteen associations in the States stretching from Delaware to Florida reported an increase of 133 per cent.

The number of associations reporting in the leading co-operative States and the percentage of increase for each State is as follows:

State	Associations	Increase
California .....	23	355
Florida .....	9	285
Missouri .....	18	258
Minnesota .....	246	166
Wisconsin .....	87	160
Michigan .....	25	144
Iowa .....	82	37
New York .....	10	57
Washington .....	25	19

Six California associations marketing nuts made a percentage increase of 509 per cent. Associations handling dairy products show a gain of 186 per cent for the twelve-year period; fruit and vegetable, 149 per cent; livestock shippers, 75 per cent, and grain marketing associations 40 per cent.

## Ward Baking Sales Gain

The gross sales of the Ward Baking Corporation, Long Island City, N. Y., were \$26,731,723 for the thirty-two weeks ended August 7, 1926. This compares with \$25,546,432 in the corresponding period last year. Net profit for the period was \$2,513,203, after charges, compared with \$2,455,366 for the same period last year.

## S. M. Birch with "Southern Dry Goods Merchant"

S. M. Birch has been appointed Western advertising representative of the *Southern Dry Goods Merchant*, St. Louis, with headquarters at Chicago. He was formerly with the Fairchild Publications, covering Chicago, Wisconsin and Michigan.

## New Direct-Mail Service Business

The Baum Direct-Mail Service has been organized at Philadelphia by Florence Baum and Alice F. Baum, who was for many years with Gatchel & Manning, Inc., of that city.



## "We Are Advertised By Our Friends"

**BRISTOW ADAMS, CORNELL UNIVERSITY:**

"In subject matter and service, in spirit and in personality, Clarence Poe's *Progressive Farmer* stands about at the top of the list of farm papers of the country. It probably has more of the confidence of its readers than any other."

**ALBERT SHAW, EDITOR THE REVIEW OF  
REVIEWS:**

"Clarence Poe (editor and publisher of *The Progressive Farmer*) is one of the most influential Americans of our generation. The journal that he publishes for the training and guidance of southern farmers and their families is not merely technical in its treatment of rural life and industry, but is inspiring in its devotion to all that makes for social betterment."

**EDWIN MIMMS, VANDERBILT UNIVERSITY,**

*Author of "The Advancing South," etc.*

"Clarence Poe, editor of *The Progressive Farmer*, wields a wholesome influence over a larger number of southern farmers than any other man—He and his associates have made of the paper a financial success, but they have made it also an instrument of civilization; they have lifted whole communities and commonwealths to a higher level, and they are at the beginning of still further development. It is a common saying in the South that you can tell by a man's farm whether he reads *The Progressive Farmer*."

# PROGRESSIVE FARMER

BIRMINGHAM, ALA.

*Southern Member Standard Farm. Paper Unit*



# Real Editorial Service the Reason for Prairie Farmer Prestige

You have a merchandise story to tell the farmers in the rich Illinois territory. For 86 years *Prairie Farmer* has been the weekday Bible of these farmers. More than 180,000 prosperous farm families, year after year, read *Prairie Farmer*. It has fought their battles ever since it was "founded in 1841."

*Prairie Farmer* covers Illinois and contiguous territory—the richest market—no crop failures.

Progressive, well-to-do merchants are ready to handle and sell any commodity advertised in *Prairie Farmer*.



Dr. J. W. Holland, who writes the weekly sermon in *Prairie Farmer*

*Prairie Farmer's Merchandising Department will co-operate with you in organizing a successful campaign in this territory. Prairie Farmer's 50-page Data Book for the asking.*

**→ SINCE 1841 → PRAIRIE FARMER - Chicago**

Burridge D. Butler, Publisher

Illinois Member

**STANDARD FARM PAPER UNIT**

*Illinois' only weekly farm paper 200,000 guaranteed in 1927*



## Up in the Northwest

THE FARMER is an institution closely interwoven into the business and home life of Northwest farm folks. It has been built up since 1882 under a policy of being entirely for the promotion of better farming, better living of its readers. It started in a one-crop country and has continually fought for diversification from its very first issue. Today this same country ranks at the top of America's producers of all types of farm products and is one of the richest agricultural sections in the United States. Hundreds of its present subscribers have taken THE FARMER for twenty-five and thirty years. Some of the best known farmers in the state used to write for the Kid's Page thirty years ago.

In subscriptions voluntarily received by mail it has shown a remarkable and steady increase. In 1925 the gain during the first six months of the year over the corresponding period of 1924 was 96.3 per cent. Last year 68,066 letters came into the office from subscribers—slightly over 50 per cent of its circulation in that year, or a letter from every other reader.

THE FARMER maintains its tremendous reader influence because it carries the news, the information, the advice that is essential to its 150,000 subscribers.



*The Northwest's Only Weekly Farm Paper*

STANDARD FARM PAPERS, INC.  
307 No. Michigan Ave., Chicago, Ill.

WALLACE C. RICHARDSON, INC.  
250 Park Avenue, New York

*A Northwestern Institution Since 1882*

**Minnesota Member Standard Farm Paper Unit**



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## The Yard Stick of Editorial Influence is

- 1—Reader Interest
- 2—Reader Confidence
- 3—Reader Response

# MICHIGAN FARMER

Has Served the Farm Families of Michigan since 1843

- 1—A majority of its readers subscribe for more than a year—many of them for a term of years in advance.
- 2—Thousands of its readers seek advice from its Service Department on practical business and home problems.
- 3—Tens of thousands of its readers write to the editors each year. More than 35,000 such letters were received during the past twelve months in response to its editorial content.

*One of the three Lawrence Farm Weeklies.  
One of the six units of the Capper Farm Press.*

**THE MICHIGAN FARMER, Detroit**  
*Michigan Member Standard Farm Paper Unit*





## A Record of Service

The Ohio Farmer has as a matter of course given its readers practical matter on farming in all its branches, but it is constantly striving to extend its service. Editorial service means more than telling farmers how to farm. It means among other things, bringing to its readers the important news in concise form each week—news of Agriculture first, but also an interpretation of world events as related to Agriculture.

To the Editorial Staff of the Ohio Farmer, Service to the farmers means something personal, it means first hand contact with the people who subscribe for and read the paper. The importance of keeping in touch with Agricultural College, Experiment Station, Farmers' Organizations and the like, is recognized, but there is something more important. During the past year one or more of the members of the Ohio Farmer Staff has visited nearly every county in Ohio, meeting farmers, visiting their homes, speaking at farmers' gatherings, judging at fairs, or in some other manner rendering service. It is through this personal contact that the Editors are enabled to learn the needs of their readers and find new ways of serving.

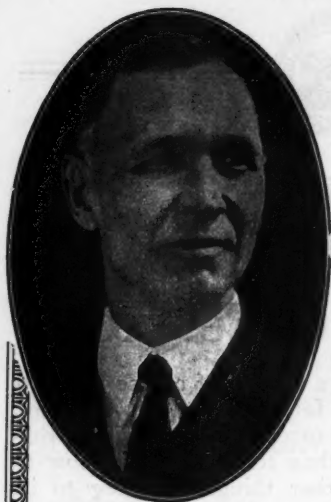
**THE OHIO FARMER, Cleveland**  
*Ohio Section Capper Farm Press*

REPRESENTATIVES—THE CAPPER PUBLICATIONS

120 W. 42nd St.  
 New York

608 Dearborn St.  
 Chicago

*Ohio Member Standard Farm Paper Unit*



## John Case Salesman—

John Case, editor of the Missouri Ruralist, never even sold a pair of overalls over the counter —

He's never been a retail clerk, but —

When it comes to actually selling your merchandise to thousands upon thousands of rural folk in Missouri, he's the biggest single factor —

For in his editorial capacity he gives to the Missouri Ruralist that quality known as "reader interest," without which your advertising would fall on barren soil —

Furthermore he is known and beloved by thousands of his subscribers personally who call him "John" —

That's why your advertisement in the Missouri Ruralist will make you a welcome guest in almost every worthwhile farm home in Missouri.

# Missouri Ruralist

St. Louis, Mo.

*An Arthur Capper Publication*

New York  
Cleveland

Chicago  
St. Louis

Philadelphia  
Kansas City

Detroit  
San Francisco

*Missouri Member Standard Farm Paper Unit*



# It's the EDITOR ~who sells your goods!

**T**HE degree of editorial prestige or reader interest is what determines the success or failure of your advertising.

You can't expect to get a flood of coupons or move your dealer's merchandise if the paper carrying your sales message doesn't stand out editorially.

You must pin your faith to the editor!

Fortunate is he who sells in Kansas.

Arthur Capper and Tom McNeal literally are known and respected in every county and hamlet in the state. For 35 years they have been leaders of thought and agriculture's champions through Kansas Farmer. These men with a corps of outstanding young editors are fully qualified to "sell your goods."

Every business survey shows that Kansas now leads the country in agricultural prosperity. It's the logical time to sell your product in Kansas.

## KANSAS FARMER

MAIL & BREEZE

**TOPEKA** *An Arthur Capper Publication* **KANSAS**  
 New York Chicago Philadelphia Detroit  
 Cleveland St. Louis Kansas City San Francisco  
 Kansas Member Standard Farm Paper Unit



## Reader Loyalty

In the course of a year, The Nebraska Farmer collects thousands of dollars and settles thousands of claims for its 105,000 subscribers, although in many cases the firm in question was *not* an advertising patron.

Note what a few of them say about it:

"I received my camera a few days ago and was very much pleased with it. I am thanking you very much for your assistance in obtaining it."—M. B.

"Great news to you. I got my suit of clothes from \_\_\_\_\_ Company of Chicago. Many, many thanks to you for your kind help. I would never have received it had it not been for your assistance."—W. B.

"In regard to the order of goods of \_\_\_\_\_. Just received the goods that I sent for and want to thank you very much for your help."—C. H.

"We have already received the second dress from the \_\_\_\_\_ Company. Must say that The Nebraska Farmer Protective Service is very good."—M. J.

"I received a new transformer from the \_\_\_\_\_ Company and wish to thank you for the service rendered me. The company did not answer any of my letters but they sure did answer yours."—H. C.

"First of all I must thank you for the splendid advice and service which you rendered me in regard to my neighbor's hogs. He is going to pay damages and has shut his hogs up."—H. R.

"I received the bull from \_\_\_\_\_ on the 24th. Am satisfied with the settlement as it was a better bull than I expected to get."—E. T.

"I received my money from the \_\_\_\_\_ Company after you had taken it up with them."—C. F.

We can show you hundreds of others like these.

No other farm paper renders such valuable service to Nebraska farmers—no other farm paper can.

Axiom: ADVERTISING VALUE FOLLOWS READER LOYALTY.

## THE NEBRASKA FARMER

*Nebraska's Farm Paper*

SAM R. McKELVIE, *Publisher*, Lincoln, Nebraska

WALLACE C. RICHARDSON, INC.  
250 Park Avenue, New York

STANDARD FARM PAPERS, INC.  
307 No. Michigan Ave., Chicago

EDW. S. TOWNSEND, 822 Kohl Bldg., San Francisco

*Nebraska Member Standard Farm Paper Unit*



## Editorial Service

There are many fine sounding phrases in the language; they mouth nicely, but what do they mean?

Here are a few specimens from the publishing business: "Editorial prestige," "reader influence," "adherence to policies," "relationship to constituency," "guide and counselor," "quality circulation," etc.

There is no copyright on these expressions—anybody can use them and most everybody does. They cannot apply equally to all—which do they apply to most?

We have wondered why big users of space do not get first hand information—the "low down" on vital things concerning mediums.

We know one publication that would welcome this practice—HOARD'S DAIRYMAN. We would much prefer to have

you get our story yourself or from some one who knows than to have to tell it to you.

But it isn't done, so we have to keep on tooting our horn.

This, then, for now. HOARD'S DAIRYMAN was founded a half century ago when dairying was a crude, insignificant form of agriculture, unscientifically practiced and unprofitable in results. Today it is the greatest division of husbandry.

Throughout these changing years HOARD'S DAIRYMAN has managed to maintain a position of leadership in the farm publishing field and it is the acknowledged authority of the dairy industry.

We maintain, therefore, that it is entitled to the descriptive phrases mentioned in the second paragraph.

HOARD'S DAIRYMAN - - - - FORT ATKINSON, WISCONSIN  
*Member Standard Farm Paper Unit*



H. H. Kildee, Vice Dean of the Iowa State College, recently returned from agricultural surveys in Europe, says "On livestock farms wherever I went, on the Continent and in Great Britain, I found the influence of The Breeder's Gazette. When I mentioned it I was at once among friends."

The Breeder's Gazette is the world-wide authority on livestock subjects—feeding, breeding and management.

Fifty thousand American livestock farmers depend on it for news on all important events affecting their business. From coast to coast, from North to South—wherever the keeping of good farm animals is an important industry—The Breeder's Gazette is read and followed by community leaders.

## Breeder's Gazette

*Published weekly by*

THE SANDERS PUBLISHING COMPANY  
529 South Franklin Street  
Chicago, Illinois

*Member of Standard Farm Paper Unit*



## Service to the Subscriber

Is the acid test of a farm paper. The record of Wallaces' Farmer is unique in this respect. For over thirty-one years it has been the most constructive force for Iowa agriculture. Its advice to farm folks, with reference to the production and marketing of crops and live stock, has meant many added dollars in the farmers' pockets. Its readers look to it for help and advice in making the operation of their farms profitable.

Wallaces' Farmer has looked ahead, studied the outlook for live stock prices, and its predictions have been invaluable. Many farm folks have invested in hogs and cattle through the live stock charts it publishes, and marketed their crops in the form of live stock at a much greater profit than they would have otherwise secured. Its advice has been worth millions of dollars to farm folks.

Its readers not only receive the benefit of the weekly issues of Wallaces' Farmer, but likewise keep in direct contact by mail, asking about various matters pertaining to crops and live stock. Over twelve thousand mail inquiries are answered direct each year.

Wallaces' Farmer is edited definitely for a certain territory. The information given through the paper and by mail means real dollars in our readers' pockets.

We have some very interesting information for those who desire it, with regard to the service Wallaces' Farmer renders its subscribers. Ask for it.

## Wallaces' Farmer

DES MOINES, IOWA

*Eastern Representative*

WALLACE C. RICHARDSON, INC.  
250 Park Ave., New York City

*Western Representative*

STANDARD FARM PAPERS, INC.  
307 No. Michigan Ave., Chicago, Ill.

*Iowa Member Standard Farm Paper Unit*



## The Most Widely Quoted Farm Authority in California —is the PACIFIC RURAL PRESS.

Its weekly issues and its agricultural books are taught in California schools and are the recognized guides to progress on California farms.

Its editorials, market analyses and technical aids are broadcast five times a week over Radio Station KQW.

It butters facts with a keen sense of humor, attracting interest, promoting discussion.

Such intimate service does not require forcing circulation methods. For 56 years its subscribers have been obtained without aid of premiums, contests, clubbing or rewards.

The only "inducement" offered subscribers is editorial interest, kindly humor, authoritative knowledge of California problems, and a sympathetic desire to serve.

On this basis its circulation always returns a profit—no circulation deficit is loaded on advertisers.

# PACIFIC RURAL PRESS

With which has been consolidated the  
**CALIFORNIA FARMER**

SAN FRANCISCO

LOS ANGELES

*California Member Standard Farm Paper Unit*





## GOOD WILL In a Farm Publication is the Confidence of Its Readers

- 1—Secured by personal contact of its Editorial staff.

During 1925 the Editors of American Agriculturist made a total of 197 field contacts in New York State alone, covering practically every agricultural county one to several times. The great majority of these were speaking engagements at meetings attended by from one hundred to several thousand farmers.

- 2—Secured by contact through correspondence.

The 1926 records so far show receipts at the rate of 20,000 first-class letters for the year asking for services of various kinds directed to the American Agriculturist Editorial staff. This is an increase of approximately 25% over 1925 and does not include the 30,000 orders for patterns sold as a service to farm women.

- 3—And lastly, Good Will is secured through the journal itself.

American Agriculturist visits weekly 140,000 farm families, of which 100,000 are in New York State. It goes to more than every other farm home in the great Empire State. This represents a steady growth of 35,000 in four years in New York State.



E. R. Eastman  
*Editor*



Fred W. Ohm  
*Associate Editor-Markets*



M. C. Burritt  
*Fruit Grower*



H. E. Cook  
*Dairyman*



Henry Morgenthau, Jr.  
*Publisher*



H. L. Cosline  
*Assistant Editor*



Mrs. G. W. Hockett  
*Household Editor*



J. C. Van Wagenen, Jr.  
*Farmer*

# AMERICAN AGRICULTURIST

CIRCULATION OVER 140,000

HENRY MORGENTHAU, JR., *Publisher*

*New York Member Standard Farm Paper Unit*



## Pennsylvania stands third in dairying

Altho considered usually only as a mining and manufacturing state, Pennsylvania ranks well up in agricultural income and stands third in dairying after Wisconsin and New York.

Pennsylvania Farmers have the great advantage of home markets, with minimum transportation charges, and consequently higher prices at the farm.

Pennsylvania agriculture is sound, diversified and conservative—it never booms and it never busts.

Pennsylvania Farmer with over 100,000 net paid weekly circulation offers the best buy for this Garden Spot of the East.

## Pennsylvania Farmer

### Philadelphia

*Pennsylvania Member Standard Farm Paper Unit*

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## Sound Policy

The Influential farm paper must cater to its readers at all times.

It must pursue an alert and dependable editorial policy that will command reader confidence through service rendered.

During a recent 12-month period *The Wisconsin Agriculturist* answered questions by mail equal to almost 20 per cent of its entire circulation.

During the same period it had a regular staff editor, on assignment, in practically every county of the state at least once.

### THIS IS REAL EDITORIAL SERVICE

No other weekly farm paper can render such service to Wisconsin because no other has its staff and publication plant in the state.

This is probably why, by every test, *The Wisconsin Agriculturist* is found to be *Wisconsin's Best Liked Farm Paper*.

Reach the rural market of the greatest dairy state through

THE HOME FARM PAPER

# THE WISCONSIN AGRICULTURIST

Racine, Wis.

Wisconsin Member Standard Farm Paper Unit

## A Slogan Identified but Not Claimed

MISSISSIPPI VALLEY STRUCTURAL  
STEEL CO.  
DECATUR, ILL.

### Editor of PRINTERS' INK:

We were much interested to note on page 148 of the September 2 number of PRINTERS' INK the telegram from C. M. Minier, Los Angeles, and your reply thereto, regarding the slogan "The Builders' Department Store."

We were interested because we had used "A Builders' Department Store" as a heading for the introductory page of our Catalog 26, mailed on July 6, 1926, and also as a heading for a full page advertisement in the July, 1926 number of "Greater St. Louis," the official publication of the St. Louis Association of Commerce. We also plan to make further use of this line.

Please do not construe us as taking exceptions to your reply to Mr. Minier's telegram, or to his use of whatever slogan pleases him. We do not feel we have any property rights in a few words of English strung together. In fact, we are rather pleased that someone else has confirmed our liking of the "Builders' Department Store" idea. Especially is this the case when we consider there never could be any conflict between Mr. Minier's activities and ours, for the very nature of the goods he and we are selling circumscribes the area each of us can cover with them.

We would appreciate it, however, if you would list our slogan "Everything in Metal for Building" in your Clearing House. We feel this is so much more specific than the other that it might prove advantageous to us to have it recorded by you.

MISSISSIPPI VALLEY STRUCTURAL  
STEEL CO.

J. K. STAFFORD,  
Advertising Manager.

**H**ERE is an incident that occurs frequently when slogan verification is looked for. Many advertisers use phrases in their advertising and printed literature that should not really be considered as slogans. As in the case of the Mississippi Structural Steel Company, "The Builders' Department Store" is not the slogan that advertises the company's products or service. The phrase, however, has been employed in various ways.

Many slogans come into the advertising world as a headline or as part of some advertisement. The Palmolive slogan "Keep That Schoolgirl Complexion" was found in an advertisement that was used by the company many years before the phrase was adopted for the important role that it has since played.

One hundred more slogans have been entered in the PRINTERS' INK Clearing House of Advertised Phrases. There are now listed a total of 4,443 phrases.—[Ed. PRINTERS' INK.]

*All Fires Are Not Alike, Nor Are All Fire Extinguishers.* Foamite-Childs Corp., Utica, N. Y.

*Always Something New.* Rochambeau Import & Export Co., Inc., New York.  
*America's Most Popular Camp Stove.* American Gas Machine Co., Inc., New York.

*American Lady Shoes. Designed for the American Woman.* Hamilton Brown Shoe Co., St. Louis, Mo.

*Best That Science Can Create for Trolleying Your Heavy Freight.* Ohio Brass Co., Mansfield, Ohio.

*Better Protection with Melink Built Safes.* The Melink Steel Safe Co., Toledo, Ohio.

*Binder That Grows with Your Business.* The Stationers Loose Leaf Co., Milwaukee, Wis.

*Built by Locker Specialists.* Durabilt Steel Locker Co., Aurora, Ill.

*Business Men's Department Store.* The McManus Troup Co., Toledo, Ohio.

*Buyword for Quality.* A. Wellsville Upholstering Company, Wellsville, N. Y.

*Chlorine Ointment—Better Than Iodine.* Minox Chemical Corp., New York.

*Choice of the Crew and the Big Boss.* Too, The. Ohio Brass Co., Mansfield, Ohio.

*Clean, Convenient, Dependable and Now Economical Electrical Cooking.* (Everhot) The Swartzbaugh Manufacturing Co., Toledo, Ohio.

*Consumer Knows.* The. Roessler & Hasselacher Chemical Co., New York.

*Continent-Wide Service.* American Solvents & Chemical Corp., New York.

*Convenient to Everywhere.* Rittenhouse Hotel, Philadelphia, Pa.

*Cook Stove and Gas Plant All in One.* Coleman Lamp Co., Wichita, Kans.

*Cream's Rival.* Sego Milk Products Co., Salt Lake City, Utah.

*Dependable Originals.* The. H. A. Metz Laboratories, New York.

*Doesn't Stun 'Em, Kills 'Em.* The Fly-Foon Co., Toledo, Ohio.

*Drop-Forging People.* The. J. H. Williams & Co., Buffalo, N. Y.

*Fat of the Line Is Urshelime.* The. The Wm. L. Urshel Lime & Stone Co., Toledo, Ohio.

*Final Touch to a Tasty Dish.* The. Liberty Cherry & Fruit Co., Inc., Covington, Ky.

*Finely Designed as the Ultimate Kind.* Ohio Brass Co., Mansfield, Ohio.

*Fires Saves the Firebox.* Illinois Clay Products Co., Joliet, Ill.

*First Thought in the Morning—Folger's Coffee.* The. J. A. Folger and Co., Kansas City, Mo.

*For Lifetime Service.* (Wiring System) General Electric Co., Bridgeport, Conn.

*For Short Stops and Long Service.* (Brake Lining) Thermoid Rubber Co., Trenton, N. J.

*Gas Service for Cooking, No Matter Where You Live.* Coleman Lamp Co., Wichita, Kans.

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*Good Old Munich and It's Good for You.* The Buckeye Producing Co., Toledo, Ohio.

*Greatest Weld That You've Beheld.* Ohio Brass Co., Mansfield, Ohio.

*Heart of Reliable Radio Power.* The Raytheon Manufacturing Co., Cambridge, Mass.

*Heart of the Set.* The Champion Radio Manufacturing Co., Danvers, Mass.

*History Tells Which Line Excels.* Ohio Brass Co., Mansfield, Ohio.

*House That Service Built.* The Roop's Groceries, New Windsor, Md.

*Individualism in Good Furniture.* Elgin A. Simmonds Co., Syracuse, N. Y.

*Iron with the Cool Blue Handle.* The (Self-heating Iron) Coleman Lamp Co., Wichita, Kans.

*It Kills Frost at Little Cost.* Riverside Sheet Metal Works, Riverside, Calif.

*It Makes the Christmas Tree.* (Tinsel Icicles) Metal Goods Corp., St. Louis, Mo.

*It Pays to Demand Great Seal Brand—Get the Habit.* The Styron-Beggs Co., Newark, Ohio.

*It Pays to Spend for the Best in the End.* Ohio Brass Co., Mansfield, Ohio.

*It Takes on Added Beauty in the Shoe.* Surpass Leather Company, New York.

*It Was Inevitable.* (Silver Spray—Beverage) Fitger Co., Duluth, Minn.

*Jewel of Perfumes.* The Ybry, Inc., New York.

*Keep Your Income Coming In.* American National Bank, Richmond, Va.

*L'Echo de Paris.* (Shoes) Murphy & Saval Co., Chicago.

*Light, Heat and Cook.* The Coleman Way, Coleman Lamp Co., Wichita, Kans.

*Line with the Go.* The Conewango Furniture Company, Warren, Pa.

*Look for the Red Wheel.* American Stove Co., Lorain, Ohio.

*Loveliest of Leathers.* New Castle Leather Company, New York.

*Machine That Makes Production.* The Willcox & Gibbs Sewing Machine Co., New York.

*Made by the Makers of Fine Furniture.* Tennessee Furniture Corp., Chattanooga, Tenn.

*Makes Hot Days Cool.* Chase & Sanborn, Boston, Mass.

*Makes Its Own Gas—Use It Anywhere.* (Radiant Heater) Coleman Lamp Co., Wichita, Kans.

*Makes a Joint That's Tight—Plus—Alignment That's Right.* Ohio Brass Co., Mansfield, Ohio.

*Miles of Travel Comfort.* Missouri-Kansas-Texas Railroad Co., St. Louis, Mo.

*More Steam with Less Coal.* Stanwood Corp., Cincinnati, Ohio.

*More Than a Cedar Chest—a Piece of Fine Furniture.* Tennessee Furniture Corp., Chattanooga, Tenn.

*Niedecken Showers Give Refreshing Hours.* Hoffmann & Billings Mfg. Co., Milwaukee, Wis.

*No Better Built Than Durabilt.* Durabilt Steel Locker Co., Aurora, Ill.

*No Leakage Risk with Flexitite Disc.* Ohio Brass Co., Mansfield, Ohio.

*O-B Has Won Where Mining Is Done.* Ohio Brass Co., Mansfield, Ohio.

*O-B Is Bought When Service Is Sought.* Ohio Brass Co., Mansfield, Ohio.

*O-B on a Bull-Dog Clamp Proves the*

*Safest Quality Stamp.* Ohio Brass Co., Mansfield, Ohio.

*Ochee Beverages Make Friends on Taste.* Ochee Spring Water Co., Providence, R. I.

*One Best Temperature as an Investment.* The C. J. Tagliabue Mfg. Co., New York.

*One of the Many Distinctive Faultless Loose Leaf Books.* Stationers Loose Leaf Co., Milwaukee, Wis.

*Our Business Is Going to the Dogs.* Champion Animal Food Co., Minneapolis, Minn.

*Peak of Perfection.* (Paragon Gasoline, Oils and Greases) The Paragon Refining Co., Toledo, Ohio.

*Perfectly Syntonized.* (Radio Set) Hartman Electrical Mfg. Co., Mansfield, Ohio.

*Perhaps We Can Help You.* Hercules Powder Co., Inc., Wilmington, Del.

*Port of Personal Service.* The Industrial Department, Chamber of Commerce, Wilmington, Del.

*Red Box with the Green Label.* The Torrington Co., Torrington, Conn.

*Relieve the Strains of Coupling Trains.* Ohio Brass Co., Mansfield, Ohio.

*Retains All the Esters.* (Green Seal New Process Brew) Buckeye Producing Co., Toledo, Ohio.

*Rightly Put Together to Fight Both Time and Weather.* Ohio Brass Co., Mansfield, Ohio.

*Rolls-Royce of Coaster Wagons.* The Burnham Manufacturing Company, Charles City, Iowa.

*Rope You Can Trust.* The Plymouth Cordage Co., Plymouth, Mass.

*Safe to Eat in the Dark.* Aplink Orchards, Canton, Ohio.

*Save Your Walls with Thorn-O-jectors.* Heat-Deflecting Radiator Shields. The J. D. Gerken Co., Toledo, Ohio.

*Seam That Sells the Garment.* The Willcox & Gibbs Sewing Machine Co., New York.

*Service in Years Sells Marathon Ears.* Ohio Brass Company, Mansfield, Ohio.

*Seven Cents a Glass.* (Jelly) The La Vor Products Co., Sandusky, Ohio.

*Shirt House of America.* The F. Jacobson & Sons, New York.

*Shock Absorber That "Shifts Gears."* The Struthers Manufacturing Co., Oakland, Calif.

*Signal Safety with O-B Bonds.* Ohio Brass Co., Mansfield, Ohio.

*Single Six.* (Radio Set) Hartman Electrical Mfg. Co., Mansfield, Ohio.

*Smooth Way to Rough It.* (Camp Stove) Coleman Lamp Co., Wichita, Kans.

*Stays Dustless Until the Last Shovelful.* Giese Brothers Coal Co., Toledo, Ohio.

*Swift Relief Follows the Swallow.* Neo-Syn Co., Minneapolis, Minn.

*Symbol of Quality for Nearly a Century.* Kalbfleisch Corp., New York.

*Tells Time—Saves Time.* Hawkeye Clock Co., Muscatine, Iowa.

*Trailer for Every Load.* A. Warner Manufacturing Co., Beloit, Wis.

*Unless It Has a Red Wheel, It Is Not a Lorain.* American Stove Co., Lorain, Ohio.

*Watchful of the Time.* Hawkeye Clock Co., Muscatine, Iowa.

*We Challenge Comparison.* Vose &

Sons Piano Company, Boston, Mass.  
*We Win with Quality.* Hauser-Stander  
 Tank Company, Cincinnati, Ohio.  
*World-Wide Reputation for High Ten-*  
*sion Insulation.* A. Ohio Brass Co.,  
 Mansfield, Ohio.

*You Can't Ride Home on an Insur-*  
*ance Policy.* Foamite-Childs Corp.,  
 Utica, N. Y.

*Your Home Should Come First.* Na-  
 tional Retail Furniture Association,  
 Chicago.

## A Complete Picture of the Field of Distribution

RICE & HUTCHINS, INC.

BOSTON, Sept. 7, 1926.

Editor of PRINTERS' INK:

I do not want to let the opportunity pass to comment on the excellence of the PRINTERS' INK Publications. They form the backbone of my data files which are of exceedingly great value to me in my work, and now that my files have been built up over a period of twelve years, I find they present a complete picture of the field of distribution.

While my interest in PRINTERS' INK is occasionally enlivened by a check, my real reward for having my articles published in PRINTERS' INK has been in the feeling that comes from being associated with a high type of organization and having the articles appear in such excellent company.

RICE & HUTCHINS, INC.,

R. C. HAY,

General Sales Manager.

## General Motors Forms Frigidaire Corporation

The Frigidaire Corporation has been formed as a subsidiary of the General Motors Corporation, to take over the distribution and sale of electric refrigerators manufactured by the Delco Light Company, Dayton, Ohio. The purpose of the new company is to separate the refrigerator from the electric farm light, power and water pressure system business of the Delco company.

## Candy Account for Seattle Agency

The Robinette Candy Company, Seattle, has appointed the J. F. Held Advertising Agency, also of that city, to direct its advertising account. A newspaper campaign is in preparation to cover the principal cities of the Pacific Coast.

## G. L. Alpers Joins "The Shrine Magazine"

George L. Alpers, previously with *Charm*, Newark, N. J., has joined the advertising staff of *The Shrine Magazine*, New York. He will cover New York State territory. At one time Mr. Alpers was Eastern representative of *Field & Stream*.

## L. S. Chubbock Heads New York Advertising Managers

L. S. Chubbock, of the *Watertown Standard*, was re-elected president of the New York State Daily Advertising Managers Association at its convention last week at Schenectady, N. Y. Louis G. Speidell, of the Mount Vernon *Argus*, was chosen vice-president. Russell C. Harris, of the Utica *Press*, is secretary-treasurer. A talk on promotion campaigns was given by W. G. Bryan, former head of the newspaper department of the International Advertising Association. Next year's convention city will be decided upon by the executive committee of the association at a future session.

## Mrs. E. R. Thomas, President, "Morning Telegraph"

Mrs. E. R. Thomas, widow of Edward R. Thomas, former owner of the New York *Morning Telegraph*, has been elected president of the Hermis Press Corporation, publisher of the *Morning Telegraph and Running Horse*. E. S. Fentress and Charles E. Marsh, who supervised the paper for Mr. Thomas, have withdrawn. A. Borenfeld, general manager and H. M. Work, treasurer of the Hermis company, have been elected directors.

## National Cloak & Suit Sales Lower

The August sales of the National Cloak & Suit Company, New York, mail order wearing apparel house, amounted to \$1,885,886, compared with \$2,081,750 in August, 1925, a decrease of 9.4 per cent. For the first eight months of 1926 sales were \$23,576,627, against \$25,638,414 for that period in 1925, a decrease of 8 per cent.

## Middlewest Campaign on Marshall Field Cigars

A newspaper campaign is being conducted in the Middlewest on Marshall Field cigars, manufactured by the Coraza Cigar Company, Philadelphia. Edwards, Ewing & Jones, Inc., advertising agency, New York and Philadelphia, has been appointed to direct the advertising of the Coraza company.

## New York Business Publishers to Hold Golf Tourney

The annual golf tournament of the New York Business Publishers Association, Inc., will be held at the White Beeches Golf Club, Haworth, N. J., on September 30.

## Starts Advertising Business at Seattle

George E. Ryan has started an advertising business at Seattle, Wash. The new firm will be known as the George E. Ryan Advertising Company.

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# The Lillibridge Viewpoint

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*Number Five Issued from No. 8 West 40th Street, New York*

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## The Merchants Planned a Parade

SOME six or eight years ago, up in a certain small New England city the president of the Merchants' Association called a special meeting of that body for the purpose of discussing ways and means of stimulating spring business.

The assembled merchants decided that a Spring Style Show wouldn't do; they had held several. An airplane flight was next voted down because the merchants of an adjoining community had recently resorted to this form of "stimulus."

"Why not a parade?" asked Trapagen, the shoeman. "People will always turn out for a parade."

That suggestion met with instant approval. By all means a parade!

A parade would draw the people for miles around, and would get everybody out onto the streets. The line of march would be through the shopping center, and every merchant would feature special merchandise at specially attractive prices. How sales would boom!

And so the wheels were set in motion for a parade. The Carpet Factory band would head the procession. The Police Department would march. And the Fire Department would roll.



## PAGE TWO

## THE LILLIBRIDGE VIEWPOINT

Before the project was three days old, the whole city was enthusiastic. Indeed, it seemed as though the entire community had just been waiting for a parade. Everybody—organizations, business houses, and individuals—wanted to march or to enter a float. It was going to be a wonderful parade!

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AND it was a wonderful parade. The only trouble was it got away from the Merchants' Association. When the eventful day came business had to be completely suspended to let everybody participate in the parade, and an entire day's sales were lost!

§       §       §

STIMULATING a business by advertising has been known to work out the same way. Everybody in the concern has grown enthusiastic over the advertising as such and forgotten that the real purpose of the effort and expenditure was to stimulate sales, not to run a parade of splurging spreads through the daily, weekly and monthly periodicals of America.

It is because of this danger that we insist on setting "objectives" for our sales and advertising work, and keeping our eyes on the "objective" rather than on the advertising.

We have a bulletin which tells more about this "objective" method which will be sent gladly on request.

### Where Does Agency Service Stop?

EVERY SO often the journals of advertising bring up the question of where agency service should stop.

Writing in *Printers' Ink Monthly*, A. H. Deute sees, along about 1950, advertising agencies offering, in addi-



## THE LILLIBRIDGE VIEWPOINT

## PAGE THREE

tion to the "regular" offices, the services of an expert accountant and a good janitor.

Well, we have arranged for the services of both for clients on occasion, not because we wanted to, but because we saw that unless we took the initiative in the case of the accountant, we wouldn't have reliable figures on which to base our advertising recommendations, and in the janitor case the client's exhibition booth would not have done him credit as an "advertisement" for his business.

To our way of thinking, it isn't so important that advertising agency service be standardized or "stopped" as that some safeguard be provided so that one client is not paying for the special services being rendered another and more avaricious—or helpless—client. In our own practice this is taken care of by our Fee-and-Budget System, under which each client gets all that he pays for and pays for only what he gets. (We have a special bulletin on this Fee-and-Budget System that we send on request and without obligation.)

## Fortunes In Irritation

DON SEITZ, in his book, *Uncommon Americans*, tells about how George Francis Train, not liking a hotel in Omaha, complained to the proprietor, who told him to go and build one to suit himself. This Train proceeded to do within two months!

Which reminds us of the story O. N. Manners told many years ago, in *System*, if we remember correctly. The story runs that along in the 1870's two middle-aged men were riding down a Philadelphia street on the platform of one of the bob-tailed cars of the period. Morning after morning they had been riding downtown to their offices

## PAGE FOUR

## THE LILLIBRIDGE VIEWPOINT

together and had often remarked on the poor service of the street railway. This morning things were particularly bad; the pace seemed more snail-like, the roadbed rougher, the delays more interminable.

"Peter," said the older man to his companion, "there ought to be a better way than this to move the people over our streets. Why can't we provide one? You run it, and I'll find the money."

"Agreed," said the other. And from this, the story goes on, grew the union of interests between Peter A. B. Widener and William L. Elkins, who were to consolidate all the street railway lines of Philadelphia into one, and who at one time owned and controlled more miles of electric railway than any two men in America.

§       §       §

This story, whether true or not, brings out strikingly the value of dissatisfaction when translated into *action*. There are fortunes concealed in public dissatisfactions—as many today as there were in 1870. Thousands of men see them only as irritations; here and there one of them will be recognized as an opportunity by some observing man, who will add action to his observation.

Thus will a new business be started, and advertising will be called upon to tell the story to the public, that the man who saw the opportunity may realize on it promptly.

6231-5

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RAY D. LILLIBRIDGE INCORPORATED

*Advertising*

NO. 8 WEST 40TH STREET / NEW YORK

Telephone: Longacre 4000

*Established in 1899*

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# Another Department of the Steel Industry Advertises

Co-operative Campaign of the "Cold Finished Steel Bar" Manufacturers in Technical Press Shows Many Interesting Features

By Roland Cole

**STEEL** is the barometer of American business. It is said to be the basis of our whole productive structure. Hence, advertising activity in any department of the steel business is always interesting.

What are "cold finished steel bars" and why should the manufacturers of cold finished steel bars advertise?

The campaign is an effort to create a wider market for cold finished steel bars by finding more things which can be made from steel bars. If the makers of cold finished steel bars can do that, they can buy more steel from the makers of hot steel.

Bars are only one of a long list of things made by the hot steel manufacturers. Others are plates, sheets, shapes, pipe, wire, rails, tin plate, and a few more. But bars, during 1925, totaled 6,242,000 tons out of a grand total of 32,500,000 tons. Roughly, that's 19 per cent of the total estimated consumption of steel last year.

Not all of the hot rolled bars produced are consumed by the cold finished bar industry. But the cold finished bar industry is the largest consumer of hot rolled bars. Something like 13 per cent, or 800,000 tons, of all the hot rolled bars made go into cold finished steel bars.

Just at the present time a number of manufacturers of cold finished steel bars have joined together to tell an industry story, or as they put it, the story of an "industry within an industry," which is to emphasize the importance of the products of this industry to every key industry in America.

The telling of this story, as it is being unfolded in the series of advertisements which began with

the May, 1926, issue of a periodical in the technical field, is designed to open the eyes of plant engineers and factory superintendents as to how they can make improvements, increase efficiency and lower manufacturing costs by using cold finished steel bars for many of the parts that go into their products which formerly were made of a no more serviceable but more costly material. If the use of cold finished steel bars helps a fabricator to achieve a more rapid production and assures him greater uniformity at a lower cost for parts, people who buy those machines and products—the great consuming public—will benefit. And if the great consuming public knew why the thing they buy costs them less, lasts longer and gives them at least as good service, it is reasonable to presume they would favor a more extended use of cold finished steel bars for vital parts.

## EFFECT ON AUTOMOBILE INDUSTRY

Unquestionably, automobiles cost the consumer less because hundreds of automobile parts are now made of cold finished steel bars. The automobile industry last year consumed 2,070,000 gross tons of hot steel bars of the total of 6,242,000 tons of hot bars consumed by all industry. Not by any means all of these 2,070,000 tons of hot bars became cold finished bars, but a very large proportion did—enough to justify the statement that the sum total benefit in a single automobile through the use of cold finished steel bar parts saves the owner of that car a very definite amount of money.

The automobile industry is only one user, although by all odds the largest, to whom the makers of cold finished steel bars sell their

product. It is also sold in large quantities to electrical, textile, machinery, railroad, agricultural implement, oil, water, gas and mining companies, and a number of others.

How did all this come about without the aid of advertising?

A natural and inevitable upheaval of prosperity set in all over the country as an accompaniment to the remarkable and unprecedented development of the steel industry on its manufacturing side. This is eloquently set forth in the table or record below of the production of steel ingots in gross tons from 1880 to 1925.

One might pore over this table for hours and see something new in it every few minutes. From 1,000,000 to 45,000,000 tons in forty-five years is interesting. Bessemer running ten times ahead of Open Hearth in 1880 and less than a sixth of the open hearth total in 1925. The high point in 1920, the terrible slump in 1921 and the record in 1925. Not one agency but literally thousands were at work during the period from 1880 to 1925 to change the industrial, commercial and social complexion of the country. The steel industry was too busy to advertise.

The thing that is of more pressing interest here is how the cold finished steel bar industry got its start as an "industry within an industry." The answer is, demand from the outside, which has always been one of the chief reasons for not advertising. Manufacturers of transmission equipment, machinery, agricultural implements, and similar articles, demanded better shafting. That was the first use of cold finished steel bars. Other valuable uses un-

covered themselves and just as this began to happen there arose a demand from all over this country for more and better things to use and work with—automobiles, trucks, tractors, household appliances, conveniences of a thousand different sorts, better printing presses, wearing apparel in finer grades and textures and colors, better buildings, better transportation, better office furniture and equipment, better shoe machinery, more and different kinds of reading matter and pictures in color. The increasing population and the increased prosperity of the individual made quantity production necessary, hence the rise and development of automatic machinery for the rapid duplication of parts. From the first uses of cold finished steel bars for shafts, axles, spindles, and so forth, it has now grown to a very wide use for a vast army of articles in a great many different industries, and has also been found, when used in high production machinery, to permit faster cutting speeds with a better finish than is possible with any other grade of steel.

That, in a general way, is the story which this advertising campaign of the cold finished steel bar industry is telling. What these manufacturers hope to accomplish is to create larger uses for cold finished steel bars by working with other manufacturers in helping them to secure further economies and advantages from the use of this material.

The campaign is taking the form of a series of colored inserts, which began in May, 1926, with one of four pages. Art work and color have been used in the production of these inserts in

Year	Open Hearth	Bessemer	Crucible	All Other (All Electric Since 1910)	Total
1880	100,851	1,074,262	64,664	7,558	1,247,335
1890	513,232	3,688,871	71,175	3,793	4,277,071
1900	3,398,135	6,684,770	100,562	4,863	10,188,329
1905	8,971,376	10,941,375	83,391	8,963	20,023,947
1910	16,504,509	15,504,509	122,303	55,335	26,094,919
1915	23,679,102	8,287,213	113,782	70,939	32,151,036
1920	32,671,895	8,883,087	72,265	505,687	42,132,934
1921	15,589,802	4,015,938	7,613	170,444	19,783,797
1922	29,308,983	5,919,298	28,606	346,039	35,602,926
1923	35,899,657	8,484,088	44,079	515,872	44,943,696
1924	31,577,350	5,899,590	22,473	432,526	37,931,939
1925	38,034,488	6,723,962	19,362	613,512	45,393,324

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5,524

**American Express Co.**

**ATWATER KENT**

**CHEVROLET**

**GENERAL MOTORS**

**BAKER-VAWTER COMPANY**

**THE PHILADELPHIA NATIONAL BANK**

**BANKERS TRUST COMPANY**

**Rand Kardex Bureau**

**Western Venetian Blinds**

**Book Cadillac**

**Autopoint**

**The UNION TRUST Co.**

The advertisers back of these trade marks are cultivating "BANKER INFLUENCE" in even the most remote corners of the United States and Canada. They are using The Burroughs Clearing House which is the only publication that reaches EVERY Bank in the United States and Canada.

For  
Further Information  
Write to

# The Burroughs Clearing House

Burroughs Ave. and Second Blvd.

Detroit, Mich.

J. R. HAYES  
One Park Ave., Bldg.  
New York, N. Y.

C. D. MacGREGOR  
Burroughs Ave. & Second  
Blvd., Detroit, Mich.

S. D. R. SMITH  
434 S. Wabash Ave.  
Chicago, Ill.

E. C. WILLIAMS  
Hobart Bldg.  
San Francisco, Calif.

a very effective way to throw a big picture on a broad canvas of the place which the cold finished bar industry occupies in its field. Because of the size and importance of the automobile market to the cold finished bar industry, the first insert addressed itself to automotive manufacturers. The first page carries the drawing of an aviation field with hundreds of automobiles parked in the foreground and airplanes of various kinds shown in the air and on the ground with a battery of hangars in the distance. The caption or title on this first page is "Not one can move but for hundreds of parts from the 'Industry within an industry.'"

The spread, or pages two and three, of the insert is an attempt, and a successful one, to represent in pictures the large array of products embodying parts made of cold finished steel bars, from threshing machines and cream separators to typewriters, vacuum sweepers and industrial products, such as hydraulic presses, dynamos and other power generating machinery. Behind this army of fabricated articles, like the gigantic guns of coast defense artillery, are heroic-size pictures of cold finished steel bars in all the familiar shapes—rounds, hexagons, squares and flats. Panels of text explain what has already been mentioned in this article, namely, the importance of the industry in the production of food, clothes, automobiles, reading matter, articles of transportation, and the like, and its contribution to the economies of production in general. The last page is specifically addressed to automobile and parts manufacturers, under the caption, "A few of the hundreds of automobile parts made from 'Cold Finished Steel' bars," followed by a list of such parts.

Five inserts have since followed the first, the others being two-page, but all done in full color. There is one each on textile machinery, office appliances, agricultural implements, printing machines and machine tools.

While the advertising campaign is specific in the sense that each

advertisement addresses itself to a particular industry, it is in another sense institutional, or to invent a word, in-dus-tutional, in as much as the names of the particular manufacturers who are contributing to the campaign are not signed. The signature, "The Cold Finished Steel Bar Industry," is used instead. Under that signature, on each insert, is the sub-caption, "This is but one of the many branches of industry dependent upon the use of Cold Finished Steel Bars for the economical production of small parts."

Forthcoming inserts will address themselves to other industries—printing machinery, electrical, oil, gas, mining, and the like. Ten inserts were planned originally. The campaign, it is hoped, will be continued indefinitely.

### Philadelphia "Inquirer" Appoints Woodward and Kelly

The Philadelphia *Inquirer* has appointed Woodward and Kelly, publishers' representatives with offices at Chicago and Detroit, as its Western representatives.

For the last six years the *Inquirer* has maintained its own office at Chicago with J. F. Spencer in charge and John A. Flanigan and Eugene O'Sullivan as associates. These three men have joined the staff of Woodward and Kelly.

### Trade-Paper Campaign Starts on Leather Goods

The Union Merchandise Company, Toledo, Ohio, has started a campaign in trade papers featuring a sample kit of leather clothing. The kit, which is sent to dealers, has been named "Leather Larry" and is shown in the trade-paper copy as a salesman dressed in the Union company's leather clothing. Maurice Elgutter, Toledo advertising agent, is directing this campaign.

### Ovington's Opens Chicago Store

Ovington's, New York gift shop, has opened a store at Chicago. The advertising account of the new store will be directed by Pedlar & Ryan, Inc., New York advertising agency.

### Made Advertising Manager of Van Dorn Iron Works

Kenneth L. Ede has been appointed advertising manager of the Van Dorn Iron Works Company, Cleveland. He was formerly with the John S. King Company, advertising agency of that city.

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# To Cover Florida Economically

**F**LORIDA has a resident population of nearly one and a half million, and in the winter it entertains an equal number of winter visitors.

Being a rapidly developing state, its demands are heavy for all kinds of manufactured goods and food products. Being a winter playground, it offers a market for summer goods in winter. Being a land of exceptional wealth, its people can afford to buy.

Florida is a great, growing market which should be included in your advertising campaign. Keep

Florida in mind when you make your advertising schedule, and remember the fact:

No other medium or group of media covers this state so completely and so economically as the Associated Dailies of Florida.

This group of progressive dailies in the main buying centers of Florida offers a total circulation of more than 250,000 at a comparatively low cost. You can use the entire list or any part of it.

For particular information write to any of the publications or address:

## ASSOCIATED DAILIES of Florida

510 Clark Building  
Jacksonville, Florida

Bradenton News  
Clearwater Sun  
Daytona Beach Journal  
Daytona Beach News  
Deland Daily News  
Dunedin Lake Region  
Ft. Myers Press  
Ft. Myers Tropical News  
Ft. Pierce News-Tribune  
Ft. Pierce Record  
Gainesville News  
Gainesville Sun  
Jacksonville Florida Times-Union  
Jacksonville Journal

Key West Citizen  
Kissimmee Gazette  
Lakeland Ledger  
Lakeland Star-Telegram  
Lake Worth Leader  
Melbourne Journal  
Miami Daily News  
Miami Herald  
Miami Tribune  
New Smyrna News  
Ocala Central Florida Times  
Orlando Sentinel  
Orlando Reporter-Star  
Palatka News  
Palm Beach Daily News

Palm Beach Post  
Palm Beach Times  
Pensacola Journal  
Pensacola News  
Plant City Courier  
St. Augustine Record  
St. Petersburg Independent  
St. Petersburg News  
St. Petersburg Times  
Sanford Herald  
Sanford Times  
Sarasota Herald  
Sarasota Times  
Stuart Daily News  
Tampa Times  
Tampa Tribune



# What Is A Farm Paper?

# The Farm

first in the

PHILADELPHIA

NEW YORK

BOSTON

ATLANTA



**A** FARM paper is a publication whose major editorial content is *agricultural*, and which *appeals to*, and is *read* by people whose *occupation* is farming.

The editorial content of every issue proves beyond any doubt that The Farm Journal is *published for* people whose *occupation* is farming.

R. F. D. circulation, although it does not necessarily represent the exact number of farmers reached, is the most accurate gauge of the degree to which a publication is being *read* by people whose *occupation* is farming.

The Farm Journal is *first in the farm field*, with nearly *two hundred thousand* more R. F. D. circulation than any other publication.

The Farm Journal is a farm paper!

# Journal

farm field

ATE AGO

SEATTLE

SAN FRANCISCO

LOS ANGELES

# The Letter within a Letter

Also, How Long Should a Letter Be? Here's One of Nearly a Thousand Words

HERE is a form letter that represents an answer to a whole cluster of questions. It was written by Hare & Chase, automobile finance company, of Philadelphia, to their dealers. It covers nearly three pages of single space typewriting and is over 950 words long.

It is a letter with an ulterior purpose. Perhaps the most interesting thing about it is that indirectly it is an argument to the dealer that he ought to use letters to engender good-will and create more business. It attempts to convince him that this is so by writing him a letter that is so interesting that he cannot help but read it, without letting him suspect that this is what it is trying to do. It does this by being a letter within a letter.

Moreover, it is some new evidence submitted by the plaintiff in the case of *A Long Letter vs. A Short One*. Besides this, it is entitled to take rank as an example of the story-teller's art applied to letter writing. A four-page letter-head form is used, with the following caption run across the top of page one, "Thinking it through would have made all the difference." The letter then follows without salutation:

"The owner was a busy man. Most owners are.

"His need for a motor car was for something he could get in and drive. The tinkering he had to leave in other hands. So unless the car was right it was—for his purposes—very, very wrong.

"The starter clutch of his recently bought used car had begun to slip and there was a miss in the motor. From his city office he telephoned the suburban dealer to get the car and fix it. His business hours synchronized exactly with the service station's.

"He left the village daily an hour before it opened and returned an hour after it closed. So he couldn't deliver the car in person

—nor receive it in person when the job was done.

"He asked for quick work and he got it. The car was in the garage when he got home that evening. So far, par excellence. This had the earmarks of the service he required. At last, perhaps, he had found a dealer whose advertised standards were founded on fact.

"It rained for two days and the third was Saturday. The family, under restraint by the weather for forty-eight hours, were like a pack of hounds in leash. Dad must take the first train after twelve, lunch or no lunch, pick up the car on the way from the station, and be all set to start for the country by one.

"And, Dad, precise soul that he was, made the schedule to a second.

"The first honest-to-goodness Spring week-end of a backward season. New greenery came down the wind with a tang that set middle-aged, infantile and adolescent blood all surging with the same degree of pressure.

"Parents, kiddies, luggage and Friar Tuck the Airedale, all in and happily poised for a gorgeous afternoon. Dad's heel on the starter button—a shrill and fatuous squeak, no action from the flywheel, an unrevolved and dormant motor.

"Another try—the same result. Virginia on the overflow camp chair behind the driver's seat wondered at the sunburn that seemed already to have begun at Father's neck and was visibly in process of mounting to his hair. Something in the action of the muscles around his jaws discouraged her impulse to exclaim about it.

"Again—aha, that turned it—power at last and away on all six. But is it all six? Isn't that the same annoying muffler boom betokening an unexploded charge?

"Why blank blank it all, they

## The Most Fertile Field for Your Most Important Crop

**P**RESENT Good Will sells the present output of your factory, but that will die with the present generation. The rising generation must supply the Good Will for your future needs. And you must win its favor now, if you are to possess it in years to come. Where is the most promising, the most fertile field, in which to cultivate it?

Certainly not in the big cities, where the life of the young people is crowded with an unceasing round of exciting occupations and amusements—where solid worth and established reputation are lost sight of in the feverish pursuit of the newest, the smartest, the most showy.

In the small town and rural sections conditions are entirely different. The young folks are interested in the serious affairs of life. They are concerned in the family business, income and expenditures. They are using today such products as yours, and are interested in comparative values, in the best "buy" for the money.

These thinking, forward-looking young folks can be reached through The Country Newspaper. It is their first friend in print; their lifelong friend. It supplies all the news of their world, it chronicles the things in which they are most vitally interested. No matter what else they read, The Country Newspaper comes first.

The Country Newspaper can do much more than bring you immediate business in satisfactory volume; it can build your most precious asset—Good Will for the future.



# AMERICAN PRESS ASSOCIATION

Represents 7,213 Country Newspapers—47½ Million Readers

**Covers the COUNTRY Intensively**

225 West 39th Street, New York City

122 So. Michigan Avenue  
CHICAGO

68 West Adams Avenue  
DETROIT



## A GROUP THAT IS A GROUP



SOME months ago a leading investment house sent a questionnaire to about 6000 of its customers in various parts of the country. The names of eighteen magazines were listed and each customer was asked to designate those which he read.

The tabulated returns showed this striking result:

When the eighteen magazines were ranked in the order of advertising economy—cost per line per 1000 customers covered—THE QUALITY GROUP was *grouped* at the top. Of the six leaders, five were the magazines then constituting THE QUALITY GROUP.\*

The average cost per line per 1000 customers covered was, for the entire QUALITY GROUP, \$6.88.

No magazine outside THE QUALITY GROUP, except one, had a cost per line per 1000 covered of less than \$12.00, and the figures ranged upward to \$40.58 per line.

We have no desire to lay too great stress upon this proof of the economy of THE QUALITY GROUP

\* This investigation was made just before The Golden Book became a part of The Quality Group.

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## A GROUP THAT IS A GROUP

in a field in which it has long been pre-eminent, that of financial advertising.

The even more significant point is the uniformity and unanimity of QUALITY GROUP quality—as shown by the fact that all five of the magazines then in the Group were found within the first six places.

Definite evidence that THE QUALITY GROUP is indeed a *group*—not merely on grounds of editorial character, but also because as an advertising force it has unity and cohesion.

Taken separately, each QUALITY GROUP magazine has clearly recognized worth. Taken together, the Group has a certain surplus power. The reader who sees your advertisement in any one may not know or care that it appears also in the others. But upon the merchant, the fact that you are using the whole Group has a definite merchandising effect. Thus each supplements and strengthens the advertising thrust of all the others.

As a Group, these magazines offer a market of over 700,000 homes which for the combined qualities of intelligence, buying power, and leadership cannot be matched by any million anywhere else.

When you advertise in THE QUALITY GROUP you are advertising *next to thinking matter*.

## THE QUALITY GROUP

285 MADISON AVENUE, NEW YORK

THE ATLANTIC MONTHLY  
THE GOLDEN BOOK MAGAZINE  
HARPER'S MAGAZINE

REVIEW OF REVIEWS  
SCRIBNER'S MAGAZINE  
THE WORLD'S WORK

haven't done a thing to this infernal car—just drove it out of the garage and back again! Thought he was such a duffer he didn't know what was wrong!

"Trying to kid him with a show of prompt service and counting on his ignorance to take the rest for granted.

"The car wasn't worth the price anyway.

"Cochran, down the street, had just bought a better one for less from a city dealer.

"The ump, ump, ump crooks!

"He was through! Through! No time for such a car. If they got back alive from this limping journey he'd give the matter to his lawyer and let him work it out. He just couldn't endure such irritations. Nerves on a wire edge already from the ones he couldn't escape.

"Ump, ump, ump, *et cetera, et cetera, ad nauseam!*

\* \* \*

"Deplorable—O quite. And all from one little omission. The dealer was a conscientious citizen. Service, in his vocabulary, was directly related to the verb 'to serve.'

"He hired good mechanics, paid them well, insisted on efficient work and got it.

"The undeviable principle of his shop was delivery when promised. Within five minutes from the time this job was ordered a man was on his way to the garage. Within twenty minutes the car was in the shop. Then came two long-range emergency calls, the first in a month, and it was 3 p. m. before he could put a man to work on the car. Time was precious.

"Examination of the starter clutch showed that it was covered with oil. It was taken out and cleaned, put back again and tested. It didn't slip—but then it never had slipped consistently. Five times out of ten it would work—and the five would be just as likely to be bunched as not. Anyhow it worked this time and that was that.

"Test of the motor showed one plug was not firing. With a new one in, they all fired—and it was

5.15 p. m. Back went the car on the dot. Conscience was satisfied and a customer was lost—who would have been a booster for life if he had found a note in the car reading somewhat as follows:

Dear Mr. Walbridge:

Your car is being delivered promptly because you requested it.

The starter clutch, which was covered with oil, has been taken out and cleaned. The motor, which had one bad plug, has had this replaced and now fires on all six.

But—please remember that under a short a test we cannot be sure of having cured either trouble.

The starter clutch may need renewal and your miss may come from sticky valves or some other cause than defective ignition.

I felt that speed meant more to you this time than any other consideration, but if you don't find everything satisfactory be sure to give us another chance when you have more time to spare.

Very truly yours,

"Five minutes would have turned it out and those five would have been infinitely more productive than the two and a quarter hours spent on the work itself.

"Mr. Hammond, as we said, is a conscientious citizen.

"But his thinking stops just where a successful dealer's would begin."

The letter, long as it is, is almost as eloquent for what it does not say as for what it does!

### C. H. Markham Made Chairman of Illinois Central

Charles H. Markham, president of the Illinois Central Railroad Company for sixteen years, has been promoted to the newly created office of chairman of the board of directors. He has been succeeded as president by Lawrence A. Downs, formerly president of the Central of Georgia Railway, a subsidiary of the Illinois Central system.

Mr. Downs has been with the company since 1896. In 1920 he was elected vice-president and general manager of the Central of Georgia Railway and in 1924 was elected its president. J. J. Polley, operating vice-president of the Illinois Central, becomes president of the Central of Georgia.

### With Crane Letter Company

Arthur L. Mason, formerly with the San Bernardino, Calif., Sun and Telegram, has joined the Crane Letter Company, Portland, Oreg., direct-mail advertising.

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# Putting More Consumer Interest in Consumer Copy

Interesting Copy Changes in Campbell Soup Advertising

**DURING** the week of September 11 a Campbell Soup advertisement appeared which at first glance appeared to be different from any advertisement previously published by the company. Many of the familiar Campbell features were missing, namely, the big spots of color, predominance of illustration, shortness of text, the "21 kinds—12 cents a can" line, and the Campbell Kids.

Instead, there appeared an extremely orderly looking page. At the top there was a rectangular illustration of a plate of soup—in dead center with equal margins of white on right and left—occupying the upper third of the page. The lower two-thirds was sedately organized in three parts of about equal area—two columns of text at right and left and between them the caption and picture of the can, with the caption above the can.

There was just one familiar feature in this advertisement and that was the can of soup. All else seemed different. Gone were the thumping masses of color, the heroic plates of steaming soup, the godlike tomatoes, and the jingle-singing kewpies.

"What does this mean?" the company was asked—"a new copy policy—a revolutionary change from the copy policy which has characterized Campbell advertising for so many years?"

"It means nothing of the kind," said H. F. Jones, advertising manager of the company. "It means nothing more than the use of a new type of illustration and an endeavor to make the copy story more interesting to the consumer of Campbell Soups from the consumer's standpoint. There is nothing radical or revolutionary about that. Nor does it mean that we have permanently abandoned any of our regular copy features. The Campbell Kids, for example, have been in and out of our copy at various times.

"What we are now doing in the copy you mention, and some other copy which has not yet appeared, is making our story to the consumer or housekeeper an interesting one from the soup consumer's point of view. We have felt for some time that Campbell advertising is interesting enough to those who make soup, and, on that score, interesting also to those who consume it. But we feel that possibly we can make it still more interesting to those who consume it by using more extended copy to describe the making of soup and the uses for soup.

"If you will look at the illustration in the September 11 advertisement you will see it is the reproduction of a painting—there is the plate of soup and a dinner service as well. This is something we have not done before, and therefore I suppose you could call it a new feature. Heretofore, we have shown only the plate of soup with no table accessories.

## MORE INFORMATION ABOUT INGREDIENTS

"The copy is a good deal more extended. We have gone into greater detail in our description of the making of soup. That first left-hand column of almost 300 words is practically all about the ingredients of our vegetable soup. The right-hand column, about the same word length, is half about the uses of soup and half about the Campbell kitchens.

"Our first use of this more extended style of copy occurred in our advertisement of September 4, in which we reviewed Campbell history in about 400 words of copy under the caption, 'Soup and a bit of history.' The rest of the page showed a reproduction of a plate of tomato soup, two large tomatoes and the Campbell can, with no copy other than the caption and a cut-line."

One paragraph in the September



now  
400,000  
and  
Only 2

2 years old, the Mirror has  
passed in circulation  
but 2 New York morning  
or evening daily newspapers

**N. Y. DAILY**

J. MORA BOYLE, Advertising Director, 55 Frankfort Street, N. Y. Western



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going strong

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he Daily Mirror is live, enter-  
taining, terse—a tabloid picture  
newspaper for all the family.

**MIRROR**

N. Y. Western Office, 326 West Madison Street, Chicago, Illinois

ber 4 advertisement foreshadows the new idea in Campbell copy suggested by Mr. Jones, namely, that of making Campbell advertising more interesting from the standpoint of the consumer of soup. It reads:

"The new condensed soup was originated with this idea: 'Everybody should eat soup. It offers a variety of delicious flavors not to be obtained in any other food. It is nourishing and wholesome. It stimulates the appetite and causes the digestive juices to flow more freely. People should eat soup every day both for their health and their pleasure. If only they can be supplied with soup of splendid quality, already prepared for them and at a price which all can afford, they will serve it regularly and derive as much benefit from it as do the Europeans.'"

### Why the Master Trade-Mark, Kodak, Is Not Always Used

EASTMAN KODAK COMPANY

ROCHESTER, N. Y., Sept. 18, 1926.

#### Editor of PRINTERS' INK:

The comment of your Washington Bureau in your issue of September 9 on the fact that we use a flock of trade-marks instead of sticking entirely to the master trade-mark, Kodak, is interesting to me, and it may be interesting to you to know why we do not always apply the master trade-mark to our goods.

Particular mention is made by your correspondent of the use of the word "Brownie." The first Brownie camera was a square little box, without even so much as a finder. It was made of press board and covered with imitation leather, and sold for one dollar. It was intended, through this camera, to interest the children in photography. At that time, the cheapest Kodak sold for ten dollars, and it looked as though it would somewhat detract from the dignity of Kodak to put out under that name a camera which appeared to be little more than a toy—although it really worked, and worked well.

The Brownies were successful, and the dollar one that made a  $2\frac{1}{4} \times 2\frac{1}{4}$  picture was followed by a more expensive one that made a  $2\frac{1}{4} \times 3\frac{1}{4}$  picture, and that in turn was followed by a Brownie that made a picture  $2\frac{1}{4} \times 4\frac{1}{4}$  inches. These little box cameras were so valuable in increasing the interest in photography, and so fully developed the fact that film sales could be increased by a cheaper line of cameras, that they were followed later with the Folding Brownies; and the larger sizes in these Folding Brownies actually sold at a higher price than some of the smaller Kodaks, for in the meantime we got

Kodaks down to the five-dollar price.

It is a rather peculiar coincidence that your article should have appeared just at the time that we are abandoning the line of Folding Brownies. We are substituting therefor a line of Pocket Kodaks, more attractive in every way than the Folding Brownies, bearing the charmed name of Kodak, and selling at almost no advance over the price of the Folding Brownie.

From now on, there will be no Brownies except Box Brownies; and these, instead of being made from press board as at first, are made of aluminum, and are so superior that I almost called them "little instruments."

We do not apply the word Kodak to our professional goods or to our motion picture goods except those used in an amateur way; but the root, Kodak, is used extensively in the line. The Ciné-Kodak is our amateur motion picture camera; the Kodascope is our amateur projector. Our finest shutter is the Kodamatic. A little device for use in holding a camera to a fence or tree or post, without the use of tripod legs, is called a Kodapod. Our by-product, transparent sheets, is called Kodaloid, and another by-product, a varnish, is called Kodalak, while a negative paper is called Kodaline, and a certain developing agent is called Kodelon. Our color process, in motion picture photography, is called Kodachrome.

The trade name Velox was acquired many years ago in the purchase of a photographic paper business; and as this name was well and favorably known at the time, it seemed better to continue its use rather than change the name of the paper. As a matter of fact, in the trade our goods are spoken of collectively as "Kodak Goods," whether referring to the paper, plates, cameras, film, or other articles of our manufacture.

There has so much been said of late about "Reason Why Copy" that it seemed to me that a word as to "Reason Why Trade-Marks" might be worth while.

EASTMAN KODAK COMPANY,

L. B. JONES,

Vice-President.

### Milwaukee "Sentinel" Augments Staff

The Milwaukee *Sentinel* has made the following additions to its advertising staff: Charles W. Weaver, formerly with the *Atlanta Georgian*; C. H. McGlothlin, formerly with the *Nashville Banner*; R. L. Powers, formerly with the *Miami Herald*; J. A. Clausen, and L. A. Ragsdale.

### Container Corporation Appoints P. J. Volgan

Paul J. Volgan, formerly with Carroll Dean Murphy, Inc., Chicago advertising agency, has been appointed advertising manager of the Container Corporation of America. His headquarters will be with the general offices of the company at Chicago.

# You Can Prove that Farm Life is Right

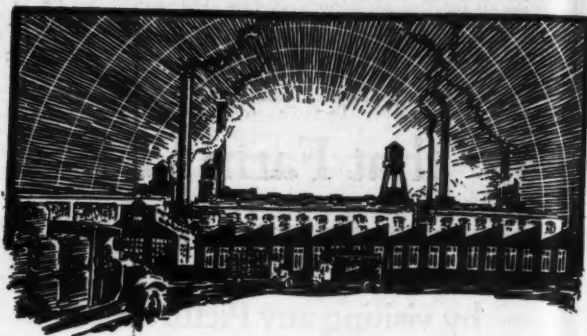
by visiting any Picture Show

WHERE there is an attempt to sermonize and to educate without a liberal mixture of entertainment, there is no audience. Where there is quick, short snappy action with some humor and play of human emotion, we form in line to get in and do not walk out when the serious pictures are shown. C.A. Taylor and Farm Life's editors apply the same principle and get the interested attention of more than a million farmer subscribers from every state in the union.

T. W. LeQuatte  
*Advertising Manager*

## Farm Life

Spencer, Indiana



## The Dawn of a New Textile Era

**T**HE present is one of the most momentous periods in the history of the textile industry.

There is being born a new spirit of cooperation and a new appreciation of interdependence. Manufacturers North and South are now working shoulder to shoulder in the first national attempt to coordinate textile production.

\* \* \*

Out of this new-found spirit have developed the Cotton Textile Institute and the Wool Council of America. The organization and aims of both these movements are the culmination of ideals which Textile World has preached for years.

"Give Me the Facts" is the cry today—and now, to a greater extent than ever, are manufacturers following every development as recorded in the industry's outstanding periodical, Textile World.

\* \* \*

There are other revolutionary developments too, as witness the approach of what many term the new synthetic fiber era. To date this has largely centered around the perfection and use of Rayon, which is constantly penetrating and changing every branch of the textile industry.

\* \* \*

Never has there been a time when Textile World possessed greater attention value than the present. There is nothing transitory about it. The industry is in a period of evolution which is gaining momentum as it progresses.

\* \* \*

*Seldom does the industrial advertiser find such an opportunity and so receptive an audience.*

\* \* \*

May we discuss the opportunity with you, particularly as it applies to the balance of 1926 and to 1927?

# Textile World

*Largest net paid circulation and at the  
highest subscription price in the textile field*

Member  
Audit Bureau of  
Circulations



Member  
Associated Business  
Papers, Inc.

**BRAGDON, LORD & NAGLE CO.**  
334 FOURTH AVENUE NEW YORK CITY

# How We Secure the Co-operation of Jobbers' Salesmen

Knowing the Jobbers' Potential Market, Working Out Retailers' Profit and Turnover, Stressing Jobbers' Salesmen's Commissions, among Methods Used by The Western Company

By D. G. Chatard

Sales Manager, The Western Company

[EDITORIAL NOTE: Profitable jobber distribution cannot be built up in a single season. The manufacturer must offer his jobbers co-operation that is intelligent, practical and profitable not only for the jobber but for the jobber's salesmen. The Western Company has been particularly successful in its work with its jobbers. This success, however, has not been achieved through hit-or-miss methods. The definite points in The Western Company's plan are described in the accompanying article.]

**T**HE operating policy adopted by The Western Company at the beginning of its business prevents us from selling all jobbers. Because we work through a limited number of jobbing organizations, therefore, we have never found it difficult to induce the executives of the different jobbing houses to permit our salesmen to address their men on lines of our manufacture.

Our company has always attached a great deal of value to the opportunity of talking to the sales organizations of our various distributors, which are located in all sections of the United States and Canada. The value of any sales talk is, of course, regulated by the amount of material and accurate information that the speaker has and also by the importance of the merchandising deal about which he is talking.

The salesmen of our company always have complete information on the distributor's potential market, the buying power and the territorial quota of the organization to whom they are talking. Each of our men is competent to break down a territorial quota by counties and to assist the distributor's sales manager in giving each of his salesmen a quota that has been generally recognized by the salesmen as equitable and one that can be made, provided a reasonable

amount of sales effort is put forth.

It must be obvious that there would be very little advantage in talking to a jobber's sales organization unless the speaker has something out of the ordinary to talk about. We have made a practice of not asking the executives of our distributor organizations for an opportunity of talking to their men unless we had a completely worked out merchandising deal that we knew could be successfully sold, provided it had the right presentation. Deals of this type have usually increased the distributor's normal volume on a particular item as much as twelve-fold. For this reason we have no record of being refused permission to talk to any organization.

The sales talk given by our men is always carefully thought out. They try to explain each and every factor incidental to the deal in a way that will convince the salesmen to whom they are talking that this deal offers more than the usual volume possibilities, that it is easy to sell and that the successful selling of it will benefit both them and their house. Statistics on the results of former similar drives both by the sales organization to whom they are talking and other organizations is of importance, as is a comparison of various retailers' merchandising methods and examples of unusually successful retail distributors. We invariably point out to the salesmen the tremendous value to themselves and their house in making larger unit sales, which is always the result when the men are intensely selling a deal or an assortment of any kind of merchandise.

Our company has been a con-

sistent national advertiser and the particular advertising and merchandising plans applicable to the deal we are discussing are discussed in detail. It has been our experience that an analysis of our advertising plans where we discuss the circulation, the type of people the advertising will reach together with the value of dealer tie-up in the form of window and counter displays, has always enabled us to get and hold the salesman's attention.

Of importance also is a discussion of the profits and turnovers that can be reasonably expected provided the salesman successfully sells the retailer the idea of co-operation on the plan. Many a retailer will, in a burst of enthusiasm, purchase some particular deal from a salesman firmly believing in the merchandising possibilities of that deal at the time he makes that purchase. Between the time the sale is made and the time the merchandise actually arrives in the retailer's store the retailer loses much of his enthusiasm and as a result a quantity of goods that has been purchased with a plan for a quick turnover eventually becomes, in the estimation of the retailer, a slow-selling item. This makes it necessary almost at every sales meeting to point out to the salesman that the checking up on the retailers who have purchased the deal is of as great importance as the actual selling of the deal, because unless the retailer works the plan as outlined, repeat business by the salesman will be impossible.

Compensation to jobbers' salesman is a point that should also be covered by the speaker, provided he has the permission of the sales manager. The salesman, of course, knows the rate of commission that he will receive on the item. He knows also what the item sells for and how many accounts in his territory can be listed as possibilities. Assuming that the salesman is to receive a 5 per cent commission on the sale of a \$30 unit, it seems to make a greater impression on the men to tell them that the sale of each unit means

an extra \$1.50 to them. This amount multiplied by the number of prospects in a given territory represents the salesman's profit possibilities. In other words, a man may have forty worth-while accounts that can be classed as possibilities for the deal. The selling of all the possible accounts means an additional \$60 earned in a short period of time. This, it can be pointed out, is additional compensation in return for the salesman's successful efforts in selling the deal.

The length of time required by our salesman for the presentation of our sales plan varies from forty-five minutes to an hour and a half, but we have found that we can hold the distributors' salesman's interest even longer, provided we are giving them concrete selling suggestions that will be profitable to them in the selling of the deal.

We attach so much value to the opportunity of talking to distributors' salesman that in January, 1924, we held a series of salesman's meetings in Chicago, Dallas and New York, at which meetings the entire sales organizations of our distributors located in both United States and Canada attended, with the exception of the distributors on the Pacific Coast.

### Moto Meter Company Acquires La Crosse Gauge Business

The Moto Meter Company, Inc., Long Island City, New York, maker of the Boyce automobile radiator indicator, has acquired the National Gauge & Equipment Company, La Crosse, Wis., oil and gasoline gauges, ammeters and instrument panels.

### J. B. Murphy Transferred by J. D. Wallace & Company

J. B. Murphy, who has been assistant general sales manager at the Chicago office of J. D. Wallace & Company, manufacturers of portable woodworking machinery, has been made sales manager of the New York office. M. A. Coles succeeds Mr. Murphy at Chicago.

John E. Mitchell, advertising manager of the *Texas Contractor*, Dallas, has been made editor and publisher. He will continue to direct the advertising of this publication.



# Advertisers Can 250,000 Circulation in LIBERTY

THOSE who buy space before November 1st, 1926, will receive a bonus of 250,000 circulation per issue absolutely free. LIBERTY's advertising rates will be increased after Nov. 1st, based on a 1,350,000 average NET PAID circulation during 1927. Up to Nov. 1st, however, advertisers can buy space through the rest of 1926 and the entire year of 1927 at the current rates based on 1,100,000.

## Orders for 1927 Accepted Up to Nov. 1st at These PRESENT RATES

Line Rate . . . . .	5.00
Eighth Page . . . . .	375.00
Quarter Page . . . . .	750.00
Half Page . . . . .	1500.00
Full Page . . . . .	3000.00
Two-Color Page . . . . .	3750.00
Four-Color Page . . . . .	5000.00
Back Cover . . . . .	6500.00

## Orders Placed After Nov. 1st Subject to These NEW RATES

Line Rate . . . . .	6.25
Eighth Page . . . . .	468.75
Quarter Page . . . . .	937.50
Half Page . . . . .	1875.00
Full Page . . . . .	3750.00
Two-Color Page . . . . .	4500.00
Four-Color Page . . . . .	5500.00
Back Cover . . . . .	8000.00

## YOUR SAVING on 13 Insertions of Following Units If Ordered Before Nov. 1st

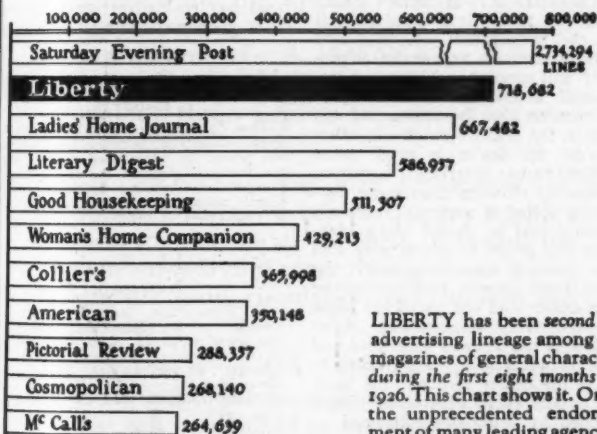
Per Line . . . . .	16.25
Eighth Page . . . . .	1218.75
Quarter Page . . . . .	2437.50
Half Page . . . . .	4875.00
Full Page . . . . .	9750.00
Two-Color Page . . . . .	9750.00
Four-Color Page . . . . .	6500.00
Back Cover . . . . .	19500.00

Just Consider  
the Saving in Ordering  
Your 1927 Advertising  
NOW *✓ ✓* in



Get a Bonus of  
by Buying Space  
before Nov. 1st

TWO YEARS OLD  
and ALREADY SECOND  
in Advertising Lineage



Above figures compiled from Printers' Ink.

LIBERTY has been second in advertising lineage among all magazines of general character during the first eight months of 1926. This chart shows it. Only the unprecedented endorsement of many leading agencies and outstanding advertisers has made this record possible.

**Liberty**  
*A Weekly for the Whole Family*

247 Park Ave.  
New York

General Motors Bldg.  
Detroit

705 Union Bank Bldg.  
Los Angeles

Tribune Square  
Chicago

## Imprinted Letterheads—What Does the Dealer Want?

THE BRUNSWICK-BALKE-COLLENDER CO.  
CHICAGO, ILL.

Editor of PRINTERS' INK:

Can you supply us with a list of any articles which may have appeared in PRINTERS' INK or PRINTERS' INK MONTHLY relative to letterheads furnished by manufacturers to their dealers? We are interested in learning of the experiences of other advertisers in the use of this type of help.

We refer, of course, to stock designs which are imprinted especially for the individual dealer.

THE BRUNSWICK-BALKE-COLLENDER CO.

A NUMBER of articles dealing with imprinted letterheads for dealers have appeared in PRINTERS' INK and PRINTERS' INK MONTHLY. A list of these has been sent to The Brunswick-Balke-Collender Co.

There are several factors which must be taken into consideration in the preparation of imprinted letterheads. As a rule, an advertiser will succeed in his use of imprinted letterheads in direct proportion to the importance of his line in the dealer's store. In other words, the dealer is much more willing to use letterheads featuring a line of clothing than those featuring a line of garters. It is only natural that he should like to feature the products which give him the greatest sales. Secondly, the letterhead should really advertise the dealer and not make his name of secondary importance. After all, it is the dealer's letterhead and the manufacturer is fortunate to have the dealer give him the benefit of any extra advertising that is gained by using the letterhead.

In preparing letterheads, the manufacturer should make due allowance for the dealer who has his own prized trade-mark or logotype. If the dealer can use this in conjunction with the manufacturer's advertising, with no detriment to the effectiveness of the dealer's mark, he will be prejudiced in favor of the imprinted letterhead. Also, the manufacturer should not try to make a profit out of letterheads. No dealer objects to buying im-

printed letterheads at cost or a little under cost, but he will object to paying a manufacturer for letterheads advertising the manufacturer's product when he knows that he can get his own letterheads printed for the same price or only a little less. Prices usually run from \$5 per thousand to \$15.50 or more per thousand depending on the quality of paper used, with an imprinting charge of around \$2.50 to \$3.50 per thousand.

The above applies, of course, to letterheads imprinted for the dealer's own use and not for special mailing campaigns sent out over the dealer's name. In the latter case the manufacturer has more latitude.

Dealers like to use imprinted letterheads because they know that usually they get a well-designed piece of stationery at small cost. Also they know that a good letterhead has real advertising value.—[Ed. PRINTERS' INK.]

## Magazine Campaign for Zoss Ladders

The Zoss Ladder Works, Portland, Oreg., maker of patented step ladders, has placed its advertising account with the Portland office of the Honig-Cooper Company, advertising agency. A national campaign, which will make use of magazines, is planned.

## Appointed by Rio de Janeiro Newspaper

D. Fitz-Gibbon, formerly advertising manager of the New York American, has been appointed advertising director of *O Jornal*, a newspaper at Rio de Janeiro. At various times he had been advertising manager of the New York Evening Telegram and the New York Sun.

## W. C. Benson Agency Appoints Secretary

George Carll has been appointed secretary and rate executive of W. C. Benson & Company-Advertising, Inc., Washington, D. C.

## W. R. Baker Heads Toronto Agency

W. R. Baker has been elected president of The Baker Advertising Agency, Toronto, Ont. He succeeds his father, the late R. A. Baker.

**FREE**—A Booklet of facts, "Argentina as a Market for American Products," mailed free on request.

## Again **La Prensa** Leads The Way

A literary supplement in rotogravure, in addition to the regular 8-page picture supplement is now appearing in the Sunday edition of LA PRENSA of Buenos Aires. In presentation, workmanship and content, these sections are second to none in America.

LA PRENSA, the first newspaper in South America to issue a literary supplement in this form, the first to install its own rotogravure plant, has a sworn average net paid circulation of 290,000 on Sunday.

Advertisers in LA PRENSA command the attention of an audience in Argentina that can be reached in no other way.

For information, rates and sample copies, write to

**JOSHUA B. POWERS**

*Exclusive Advertising Representative*

250 Park Avenue, New York

*"South America's Greatest Newspaper"*

## *Announcing the birth*

**C**HILDREN, *The Magazine for Parents*—  
The first issue has just been published!

Write us that you are a reader of "Printers' Ink" and we will gladly send you a free copy.

### *What Has It to Offer Advertisers?*

**1** CHILDREN will serve as the spokesman and leader of the Progressive Parenthood Movement that is now sweeping over America. The leading authorities on child health, nutrition, character development, education, recreation and other phases of welfare are serving as Consultants and Advisors to the magazine. Advertising in CHILDREN associates the product advertised with progressive parenthood.

**2** Advertisements are accepted only of reliable products, accurately described. Readers will consequently have as much confidence in the products advertised as in the authentic articles published.

**3** CHILDREN will be read exclusively by mothers and fathers. Every other medium has its large percentage of unmarried readers, of married readers without children and of readers whose children have grown up. For firms selling products to be bought by parents for their children, it has absolutely no waste circulation.

**4** The magazine will be read by parents while they are thinking about the needs of their children. They will turn to the advertisements for information as they will to the articles in the magazine. CHILDREN is the first and only "trade paper of parenthood."



The covers are four-color process reproductions of paintings by Ana Brockman and Maude Touzey Fangel. The page size, 8 1/4 x 11 1/4 inches.

## PARTIAL CONTENTS OF THE FIRST ISSUE

Stuff Contentment is Made of  
By Dorothy Canfield Fisher

Are Your Child Goes to School  
By Dr. Helen T. Woolley

Life Tips for Fathers  
By Ernest R. Groves

Can Jack Play Football?  
By Arthur R. Forbush

Juices and Child Health  
By Dr. Alfred F. Hess

Salesmanship for Parents  
By Happy Goldsmith

Janet Kept Her Vow  
Fiction by Carolyn Hosmer Rhone

Departments: Constructive Fun;  
Patterns for School Clothing;  
Menus and Recipes; Reviews of  
Motion Pictures for Children;  
Reviews of Books for Parents  
and for Children.

IRVING J. HECHT  
President  
W. E. CARPENTHER  
Adm. Mgr.

**CHILDREN**  
The Magazine for Parents  
353 Fourth Avenue  
New York

Represented in West  
by Wilson and Galey,  
111 W. Monroe St.  
Chicago, Ill.

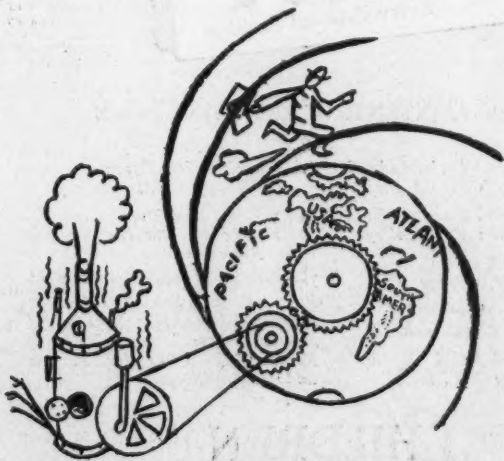
## Staying where you are —or going somewhere

It was the Red Queen (in *Through the Looking Glass*) who laid down a principle of advertising which applies to some of us today.

Alice complained that though they had been running some time, they hadn't got anywhere.

"You have to run this fast to stay where you are," said Red Queen. "If you want to get somewhere you must run twice as fast."

Some businesses are doing just enough advertising to stay where they are. They mourn the good old times when \$10,000 was an advertising appropriation. But these are not the good old times. They are the good new times. Advertising is more expensive, but more necessary than ever. The price of going somewhere is higher, but getting somewhere is worth more. Advertising that is done today must be based on conditions that exist today. The pace is determined by how fast you must go to stay where you are—and then some.



CALKINS & HOLDEN, INC.

247 PARK AVENUE • NEW YORK CITY

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# Low-Pressure Selling

Perhaps Many Dealers Would Look upon It as a Relief from the High-Pressure Type of Selling

THE retailer and the retail clerk are thoroughly acquainted with high-pressure selling methods. They may not practice this style of selling, but they have been so thoroughly coached in its fine points by manufacturers that they are surely well-provided with book knowledge.

We imagine, if for no other reason than that it would be a welcome relief from the usual type of go-get-'em sales literature, that many dealers and their clerks would be delighted to come across some low-pressure sales educational material in their morning's mail. Perhaps the Daniel Green Felt Shoe Company sensed this suppressed longing. In any event, an examination of the house magazine which this advertiser issues under the name "Comfy Chats," discloses a refreshing lack of hard-fisted, desk-pounding selling suggestions. This publication is an excellent example of bidding for the co-operation of retail sales people by seeking to be interesting in a genuinely human way, so far as that is possible in print.

This magazine—it is hardly pretentious enough to be called that—is more like a four-page folder, a little less than letter size and typographically ingratiating. It is printed in large type, double column style, and can be read in a couple of minutes. There is none of the usual "Volume" and "Number" on the first page, nor even the name of the company. Not even an invocation or dedication. Just the head, "Comfy Chats," and the message, whatever it happens to be. The signature, with a word to the merchant, the trade-mark, the number of the series, all appear on the last page.

The thing that makes "Comfy Chats" noteworthy is the way it talks to the dealer and the retail sales person. Running over eight or ten recent issues, one may find a great many things worth quoting. Could there be, for example,

a better specimen of low pressure selling than the following?

## DISRAELI THE SALESMAN

One doesn't have to spend much time in the study of the career of England's famous statesman, Disraeli, to discover the particularly outstanding power of his personality. That power was his firm grip on the leaders of his party, on his followers—even on the Queen herself.

He and some friends were talking about the Queen. "When I talk with her," observed the shrewd Disraeli, "I observe a simple rule of conduct. I never deny; I never contradict; I sometimes forget!"

You may call it diplomacy; good politics; personality. But what else is it if it isn't perfect salesmanship?

In the retail field, above all others, we can apply the Earl's keen philosophy with effectiveness. In retail selling we cannot put the burden of success upon eloquence, upon research, upon statistics.

Eighty per cent of the load must inevitably fall upon the personality of the salesman.

Here, too, we deal with women no different at heart than Disraeli's Queen. Your intelligence and knowledge of the merchandise are important. The quality of your goods and their price are important. The atmosphere of your store and its convenience are important. Your service and your willingness to give it freely are important.

But above all there is the fundamental necessity for tact, agreeableness and diplomacy on the part of the salesman. If you are to retain the good-will and the patronage of the modern queen, you must have everything that the modern store has. And then, like Disraeli, you must never deny, never contradict—sometimes forget!

By the way, the issues of "Comfy Chats" are not dated. Instead, they are numbered, like "No. 32 of a Series. Issued Monthly in the Interest of Better Merchandising." Thus, no matter how long the dealer or his salesmen retain them, they do not keep reminding the reader of their age.

Under the heading, "Suggesting the Obvious," in another issue, is an interesting story about an optician and a shoe merchant that leads around cleverly to "Comfy Slippers":

This is a little report of two conversations, one with an optician, and the other with a shoe merchant.

At first blush it may seem a far cry from eyes to feet; but the methods

## Good Copy

**has its reward —  
not only for the  
advertiser but for  
the agency.**

**A client of ours  
increased his ap-  
propriation for  
1926 40% over  
1925.**

**The increase fol-  
lowed as a result  
of the 1925 adver-  
tising — and this,  
the client in ap-  
preciation, will  
verify.**

**HAWLEY  
ADVERTISING  
COMPANY**

**Inc.**

**95 MADISON AVE.  
NEW YORK CITY**

which an optician successfully used on us will just as surely sell shoes if the principles be twisted and applied.

After describing how the optician attempted to sell him a pair of glasses for every occasion, the writer says:

Down in Philadelphia we talked with a shoe merchant who had the right idea. He said to us:

"It's a mistaken notion that rubbers can only be sold when it is raining. Why, whenever I sell a pair of new shoes I suggest that the customer get a pair of rubbers to fit them. Just as shoe styles vary, so do rubber styles. And it very often happens that the same rubbers which fitted the broad toe shoe which the customer wears will not fit the pointed toe which he has just bought. As a result of this little stunt I have more than doubled my rubber sales. It is the power of suggestion."

Sell Comfy Slippers the same way. They are not a novelty. They are a necessity. They are not a fad, but definite merchandise with a purpose every bit as valuable as shoes.

Suggest them to customers as ease from the strain of new shoes. Paint a word picture to them of the health, freedom and foot-comfort that will be theirs if they will adopt the slip-into-a-pair-of-Comfys habit at the end of a grueling day.

The force of suggestion at the time of the sale is one of the most powerful selling aids at the fingertips of any salesman providing that suggestion is bolstered by a little appealing sales talk.

It is quite unusual, almost heretical, in these get-ahead days, for a manufacturer to suggest that big annual increases in sales are anything but all-desirable. Sales departments often become so imbued with the desire to increase sales—that is, to show an increase both in volume and in dollars and cents—that they acquire a permanent rave in their talks to salesmen and dealers. It used to be so that an increase of any kind, so long as it was an increase, was looked upon as a source of satisfaction. Then came the percentage era fever. Equaling last year's record was ordinary—sales must be a certain percentage of increase over the preceding year or it wasn't worth talking about.

Urging dealers to make increases is often promiscuous in desire and method and seldom meets with any sympathetic response from the dealer. Therefore, the clear and sensible way in which the matter is presented to Daniel Green





## *We Don't Make Tall William Out Of A Little Bill*

**P**PRICE is a competitive cry that, usually, finds us deaf. In, of and by itself, price is not the nave of commerce, but the knave of commerce. Whether it be a rotten apple or a rotten set-up, any price you pay is too high. Our prices are the same as those charged by every typographer of repute. Yet, our prices are lower than others', because we shoot back a proof that is ready for releasing, instead of re-setting. No extras make tall William out of a little bill.

**FREDERIC NELSON PHILLIPS, INC.**

*Typographers Who Prove It With Proofs*

314 EAST 23RD STREET

NEW YORK

MEMBERS NEW YORK EMPLOYING PRINTERS ASSOCIATION AND  
NEW YORK GROUP OF ADVERTISING TYPOGRAPHERS OF AMERICA

# House Organs

The contact men of Arrow Press quickly get the correct picture of what is desired by the House Organ editor. The editors of the ten nationally prominent House Organs produced by Arrow Press, find this intelligent service mighty helpful.

Helpful copies  
of House Organs  
produced by us  
will be sent  
on request



**ARROW PRESS, INC.**

318-326 West 39th Street - New York



**CHAIN STORE  
AGE**

93 Worth Street

New York City

dealers seems more credible and persuasive.

Under the heading "Shoe Boxes or Shoe Profits?" is the following:

We hear so many dealers say with pride that—"this week's" or "this month's" sales exceeded those of the same period of a year ago by so much per cent. When they cannot truthfully make this statement they usually find some reason (such as unfavorable weather) why the sales didn't increase. But down in their hearts is a feeling that they have gone backward if, period by period, year by year, they cannot show a gain.

Now, is it really essential that a good, growing business must show gain after gain to prove its progress?

In the first place, most stores keep their sales comparison in dollars and not in pairs, and so the records don't tell the true story, as price changes and style changes affect volume of dollars very much more than they affect volume of pairs.

You all know men who have slowly, but steadily, built up a business along certain lines and have acquired a reputation among their trade for certain standards of merchandise, yet who, when they saw volume of sales dropping, threw that reputation to the winds and did things to keep up volume which, in normal times, they never would have thought of.

Each year always has, and always will, bring its particular problems to the individual as well as to the merchant, and we cannot expect to keep surpassing our own records forever in spite of conditions. Isn't it a better policy to aim at a normal increase, always keeping in mind the truth—that we are in business to make a profit, and not to see how many more shoes we can wrap up regardless of dollars?

The merchant who sticks to his policy year in and year out, taking the lean with the fat, will, in the long run, make more money and attain greater happiness than the one who keeps his thought only on continuous increase in volume.

Typical of the selling restraint which this house magazine preaches is the message referring to Mother's Day. Much of the advertising done by manufacturers and dealers, in this connection, has been severely criticised. The general complaint is that most copy displays too much sordid commercialism. Note how sensibly this subject is handled in "Comfy Chats."

#### FOR SOMEBODY'S MOTHER

The second Sunday in May is Mother's Day. And there are sales possibilities in that day for you. At this time of the year when most every one of your customers is thinking of Mother, a few words carefully handled will go a long way to selling them Comfy Slippers for



76.6% of  
CHILD LIFE families  
*own their homes*

Child Life is 100% family: *none but families with children buy it.*

Every month more than 131,000 families read Child Life, people with incomes so substantial that they buy by preference, not price.

A careful survey just completed shows that 85.5% own automobiles, 50.5% employ domestics and 76.6% own their homes.

More than one-half of Child Life's readers lend their copies to outsiders, and 66.4% bind or keep them indefinitely.

Here is an unusually responsive market of more than half a million interested readers for any product that family people buy.

35¢ **CHILD LIFE** 35¢  
Rand McNally & Company  
Publishers  
CHICAGO

During the decade we have served the makers of Boone Kitchen Cabinets they have maintained an enviable position in the trade, leading in modernity of design and sanity of merchandising methods. Of course, they have prospered consistently. Perhaps we have an experience that other non-competing furniture manufacturers will find helpful.

**Arnold  
Joerns  
Company**  
— Advertising —

Sept.

Mother  
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help

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Mother. It's not an occasion for "high-pressure" selling, for many people are sensitive about the manner in which Mother's Day has been extensively commercialized. No one can possibly take exception to a suggestion designed to help him.

This is followed by a suggestion for a window card and a display. Here's some sound sense on dealer co-operation with the manufacturer's advertising, under the heading "Tap the Trunk Line":

Did you ever read an advertisement and say to yourself, "That's a good thing, I think I'll get one," and then immediately put on your hat and rush out to the nearest store to buy it?

We doubt if you ever did—maybe you may have written in response to a mail order advertisement, but to go out and buy in response to the advertising stimulant simply isn't done.

What happens is just this: Your mind has received a favorable impression, which impression passes back into subconsciousness, and stays there until something recalls the impression.

Literally millions of people are reading, month after month, the big full-page advertisements of Daniel Green Slippers, and doubtless most of them are receiving favorable impressions from these advertisements. They think of their wornout slippers upstairs, and resolve that they "must get a new pair." Then the thought goes back into the subconscious, and it apparently doesn't do you, the Dealer, one bit of good. You say to yourself, "People don't come in here and ask for Daniel Green Slippers, so I guess that advertising is just a waste of money."

The fact is, my friend, that you have done nothing to recall to the mind of the prospective customer the favorable impression made by the advertisement. A great many of our dealers have learned this truth, and are reaping the benefit of their knowledge. But there are still many, many dealers who have Daniel Green Slippers in stock only during the holidays; or, if they do keep them the year around, do not keep their stocks sized up and on display. It is to dealers such as these that we are sending this message.

One of the company's problems is getting the retailer to push Comfy Slippers at other seasons than Christmas. This problem is discussed under the heading, "Why is a Season?" thus:

There's nothing quite equal to getting in on the ground floor.

Wide-awake retailers, all over the country, realize this to an extent that prompts the showing of summer millinery while the snow is still on the ground. Clothing dealers make window displays of winter overcoats in sweltering August weather.

What is the result? They sell those things. Despite the fact that such items



Only  
the best  
is good  
enough for  
"Punch"

—Best Writers,  
Best Artists,  
Best Advertising

Advance Booking  
is Always Essential

MARION JEAN LYON  
Advertisement Manager, "PUNCH"  
80, FLEET STREET  
LONDON, E.C. 4, ENG.



These Advertisers have found  
**66 LIGHT 99**

*the means of reaching 25,000 select readers  
 whose chief interest is electric lighting:*

1923-1926 (inclusive)

The Miller Co.  
 Ivanhoe Div. of Miller Co.  
 Tork Co.  
 Holophane Glass Co.  
 Edwin F. Guth Co.  
 Curtis Lighting, Inc.

1924-1926 (inclusive)

Gleason-Tiebout Glass Co.  
 Reynolds Electric Co.  
 Graybar Electric Co.  
 Pittsburgh Reflector Co.

1925-1926 (inclusive)

Reflector & Illuminating Co.  
 Lang's Daylight, Inc.  
 Burgess Battery Co.

Rate Card on Request.

**LIGHT MAGAZINE**

NELA PARK

CLEVELAND

Get out a BOOK to  
 picture your house,  
 your goods & your  
 service. Let us plan  
 and print it for you.  
 Call Caledonia 6076



**CURRIER & HARFORD**  
 LTD. 468 FOURTH AVE., N.Y.C.

represent a strictly seasonable commodity, people buy them in advance of expected use.

That being true of seasonable merchandise, how much more true it becomes of an item that has erroneously fallen into the seasonable classification. It isn't hard to realize that a store making its greatest sales of Comfy Slippers during the Christmas season begins to look upon them as a seasonable product. But it might just as logically be concluded that cigars are only to be pushed during the holiday season because the biggest box trade is enjoyed at such a time.

Comfy Slippers are no more seasonable than perfumes, handkerchiefs or haberdashery. What makes the average dealer think they are is his own failure to make frequent displays of them. Just reverse the line of reasoning for a moment. If you put nothing but Comfy Slippers in your window for six months you'd find your shoe trade rapidly falling off. Does it not stand to reason that a display of nothing but shoes has a like effect on the Comfy Slipper demand?

Comfy Slippers are an all-year commodity to dealers who will let them be so. Somebody is always having a birthday. Some home or hospital convalescent is always in a position to appreciate the gift of a pair of them. Someone's playful pet is always chewing the pompons from them. And, strange as it may seem, Comfy Slippers have never yet developed the habit of waiting and choosing the week before Christmas as the time in which to become worn out.

Unquestionably, one of the things that makes "Comfy Chats" interesting to its audience is its use of captions, which are well chosen. Among a number of the more interesting are "Breakfast Table Divorces," "When the Boss is Fired," "Shoe Boxes or Shoe Profits?" "Point-of-Sale Advertising," "There's no Season on Comfort," "Flattery Must Be Used Adroitly."

But vastly more important is the gentle art of subdued selling which it so effectively practices. Yes, indeed, low-pressure selling has a place in the merchandising program. Too bad it isn't tried more frequently.

### Seattle "Times" Appointments

The Seattle, Wash., *Times* has made the following appointments: F. D. Hammons, executive vice-president and managing director; J. Fred Braid, advertising director; A. G. Bixby, assistant publisher; L. C. Snyder, advertising manager, and T. P. Bellwin, assistant advertising manager.

Fred N. Insinger, formerly vice-president and manager of the American Wood Pipe Company, Tacoma, Wash., has joined the *Times* as assistant to the publisher.

# Modes & Manners Magazines

announce an increase in the group rate  
to take effect

NOVEMBER 22, 1926

## Black and White

PAGE . . . . .	\$1750
HALF PAGE . . . . .	875
QUARTERS . . . . .	450
EIGHTHS . . . . .	250

## Color Positions

BACK COVER . . . . .	2500
INSIDE . . . . .	2000

Definite schedule for 1927 will be accepted at the present rate until November 22nd.

1926 <sup>minimum circulation</sup> was . . . . . 200,000

1927 <sup>circulation now</sup> "on books" . . . . . 300,000

# The High School

Only a short while ago a high school was nothing but a brick building.

Today it means football teams—lunch rooms—baseball teams—fraternities—cooperative stores—rowing teams, etc.

Life in high schools is on a parallel with college life.

We feel sure that we can help it mean more business for you.

**USA**

*Ask for anything  
you want to know  
about the high  
school market.*

Established 1913

**COLLEGIATE SPECIAL  
ADVERTISING AGENCY, Inc.**

503 FIFTH AVE., NEW YORK  
612 NO. MICHIGAN AVE.,  
CHICAGO

## Urges United Front Against Advertising Taxation

Legislation which aims to place a tax on any medium of advertising is harmful not only to that particular medium but exerts a detrimental influence on all advertising and, for that reason, all advertising interests should unite in opposing it, declared R. K. Leavitt, secretary-treasurer of the Association of National Advertisers. Mr. Leavitt was the principal speaker at the first meeting of the season of the Western Massachusetts Group of the association which was held at Springfield on September 13.

As an illustration of what might result, Mr. Leavitt called attention to legislation in the State of Connecticut where a law is in effect which places a tax on outdoor advertising. Should this principle of taxation gain any foothold, he said, it might spread to newspapers, magazines and other mediums. Direct-mail advertising also is subject to what is practically a tax, Mr. Leavitt said, in the high postal rates which are in effect.

"We do not support these two mediums over any other," Mr. Leavitt explained, "but we believe there should be co-operation between all publishers, agency and advertising men to attack the principle of advertising taxation. Advertising is the lubricant for the machinery of distribution and to tax it is to throw grit into that machine."

The officers of the Western Group for the coming year are: Roy Davey, of the American Bosch Magneto Corporation, chairman, and Beatrice Latourneau, of the Chapman Valve Company, secretary-treasurer.

## Schenectady Club Host to Advertising Managers

The Advertising Club of Schenectady, N. Y., was host at a dinner last week to a number of newspaper advertising executives. The occasion was the convention of the New York State Daily Advertising Managers Association. Miles R. Frisbie, president of the club, arranged for the dinner which was addressed by Jason Rogers and Martin P. Rice of the General Electric Company.

Other club members who assisted Mr. Frisbie were: Chester J. Woodin, W. A. Bowe, James C. McDonald, Joseph Pierson, A. P. Bantham, E. R. Cullings and Ramon Hall.

A report on the convention appears elsewhere in this issue.

## A. A. Brasley Joins Detroit Office of Hearst Newspapers

A. A. Brasley, formerly national advertising manager of the Detroit Times, has joined the Detroit sales staff of a group of Hearst newspapers. This office, which is directed by Louis C. Boone, represents the Chicago American, Boston Advertiser and American, Milwaukee Wisconsin News, Rochester Journal-American and Detroit Times.



# THE JOHNSTOWN TRIBUNE

makes no extravagant promises of co-operation for national advertising campaigns, but it does give unlimited assistance by the methods approved by the American Newspaper Publishers Association. It will furnish surveys, full and complete route books, and always, without request, notifies the local trade of approaching campaigns. The national advertiser is assisted and advised by men who have been born and raised in Johnstown and have spent their entire business life with the Tribune.

The greatest volume of our national advertising comes from the oldest and most successful agencies who have come to know the Tribune.

The banks of Johnstown carry 60,000 individual savings accounts and each six months' statement shows an increase in total bank resources.

*Cover It All Through*

## THE TRIBUNE

JOHNSTOWN. PA.

NATIONAL REPRESENTATIVES

**BRYANT, GRIFFITH & BRUNSON, INC.**

NEW YORK

CHICAGO

BOSTON

ATLANTA



**Local**  
5,304,516 lines



**National**  
1,494,962 lines



**Class**  
683,704 lines



**Autos and Access.**  
572,877 lines



**Food**  
490,285 lines



**Women's Wear**  
560,630 lines



**Dept. Stores**  
1,045,016 lines



**Men's Wear**  
307,370 lines

## National advertisers spent approximately \$150,000 in New Bedford last year

A MARKET of 160,000 people that can be covered by one newspaper at a flat rate of ten cents a line presents an unusual opportunity to swell your sales total. That is why the New Bedford Standard Mercury appeared on so many national advertising schedules last year. One thousand dollars in New Bedford buys ten thousand lines in the Standard Mercury which carries your advertising into nine out of every ten homes in Massachusetts' 4th market.

The low rate and complete coverage that make the 4th market easy to win make it also an ideal testing ground for your sales and advertising plans. Write to our New York, Chicago and Boston representatives, the Charles H. Eddy Company.

### NEW BEDFORD

*The 4th market in Massachusetts  
Completely covered by the*

## STANDARD MERCURY

# Check Up Salesmen's Expenses with Uncle Sam's Allowances

The Results of Such a Comparison Will Be Decidedly Interesting to Many Sales Executives

*Washington Bureau  
of PRINTERS' INK*

THE recently published instruction book, "Government Travel Regulations," is not a public document. If it were, there is no doubt that many sales managers would secure copies for the purpose of comparing its provisions and allowances with their own. But there are no copies available for such distribution at any price. Hence, an explanation of those of its regulations which are related to the expense accounts of salesmen may be of interest and value.

In liberalizing its policy to an extent that may make it possible for an official to travel on government business without incurring personal expense, the Bureau of the Budget, which is responsible for the regulations, has formulated certain standardized definitions. The most important of these definitions concerns transportation, and, according to the book, that designation, so far as the Government is interested, includes the following:

All necessary official travel on railroads, steamboats, street cars, taxicabs and other usual means of conveyance. "It may include fares and such expenses incident to transportation as baggage transfer, official telegraph, telephone, radio, and cable messages in connection with items classed as transportation; steamer chairs and steamer rugs; and fees to baggage men, to hotel, sleeping car, and cabin porters or cabin boys for services rendered in connection with sleeping accommodations en route or with baggage; and to room and library stewards on vessels."

The usual taxicab fares between residence or hotel and station or wharf, and the reverse, are also allowed. But it is required that all travel must be by the most economical, usually traveled route.

Travel by other routes may be allowed only when official necessity therefor is established to the satisfaction of the administrative officer. And in case a person travels by an indirect route for his own personal convenience, the extra expense will be borne by himself.

Another regulation of interest governs the use of his own conveyance by an employee. "Unless otherwise provided by law, when an employee traveling on official business is authorized to use his own conveyance he will be entitled to reimbursement for transportation on the basis of its actual operating expense (such as gasoline, oil, garage rent, feed and stabling of horses, and bridge, ferry, and other tolls), not in excess of locally prevailing rates, nor of the cost of transportation by public conveyance. A commuted expense rate will not be allowed, nor charges for repairs, depreciation, replacements, grease, alcohol, flushing crankcases, towage, and like speculative expenses, use of own conveyance (other than actual expense of as above authorized), or for hire of that of another employee or member of the family of himself or another employee."

## BERTH RATES

One standard lower berth is allowed for each person on trains, and first-class stateroom accommodations on steamers, when these are not included in cost of passage ticket. If these accommodations are shared by the traveler, he is required to state the fact in his expense account, and he may be reimbursed only his proportionate share of the cost.

One seat in a sleeping, parlor or chair car is allowed, when the journey is more than twenty-five miles. If the journey is less than twenty-five miles, the necessity for



Hand composition and  
Linotype Composition as  
well as Monotype Compo-  
sition. Any amount.

GILBERT P. FARRAR *Associated with*  
**NEW YORK MONOTYPE  
COMPOSITION CO., Inc.**

*Publication and Advertisement  
Composition and Layouts*

461 EIGHTH AVENUE, NEW YORK, N. Y.  
PRINTING CRAFTS BLDG. Tel. LAC. 7365-6.



## WINDOW DISPLAYS

INSTALLED IN ALL CITIES OR  
ANY PART OF THE U. S. BY  
ONE ORGANIZATION.

DISTRIBUTION OBTAINED  
FOR NEW PRODUCTS, ORDERS  
TAKEN AND SALES INCREASED  
FOR ESTABLISHED PRODUCTS.

EXAMPLE: Four semi-annual  
campaigns between Boston and  
Denver for a Dental Cream—  
18,000 displays installed  
\$170,000 of merchandise sold.

KILL TWO BIRDS WITH ONE  
STONE. SALES AND WINDOW  
INSTALLATION COMBINED.

ESTABLISHED 20 YEARS

**THE BELLINGER  
COMPANY**

18 W. 34th St., New York City

the seat must be shown if it is charged for.

A section, compartment, drawing-room, or other superior railway or steamship accommodation will be allowed only when the exigencies of travel require it. "When not authorized in advance, full explanation satisfactory to the administrative official of the necessity for the use of such superior accommodations must accompany the expense account."

Travel on extra fare trains is allowed only when official necessity requires it. The regulations require that such transportation be authorized in advance, or that an explanation be submitted showing to the satisfaction of the administrative official that the good of the service required travel on the extra fare train.

Subsistence expenses include all charges for meals, lodgings, personal use of room during daytime, baths, fees to waiters, bell-boys, hotel maids, dining-room stewards and others on vessels, and hotel servants in foreign countries, in connection with subsistence. Telegrams and telephone calls reserving hotel accommodations are also included, as are laundry, cleaning and pressing of clothing, fans and fires in rooms, and transportation between places of lodgings or where meals are taken and places of duty.

The regulations also allow a subsistence allowance, and the paragraph concerning it reads: "Unless otherwise expressly provided in an employee's commission or appointment, or by law, the official authorized to issue travel orders may, at his option, authorize in the order either a per diem allowance not to exceed \$6 in lieu of subsistence expenses, or actual subsistence expenses, not to exceed \$7 per day, while traveling on official business within the limits of the continental United States.

While traveling on official business beyond the limits of the continental United States a per diem allowance not to exceed \$7 in lieu of subsistence expense, or actual subsistence expenses not to

# There is yet Time

It is not too late to order your Matthews-Northrup Calendar for 1927—but you should do it right now.

Many 1927 Calendars are now in production but we still have time to give your calendar the thought and care it deserves. Ordering now will minimize the possibility of error and your calendar will be in your client's hands when he really wants it.



## We are Calendar Specialists

M-N CALENDARS represent over half a century of progressive experience in producing calendars for clients in every line of business. The M-N policy of designing a special calendar for every client assures you of a calendar entirely your own. And the M-N reputation, now doubly reinforced, guarantees you quality that cannot be bettered.

Ask us for ideas and prices on your M-N calendar—now—while there is yet time.

### J. W. CLEMENT CO.

COMBINED WITH

### THE MATTHEWS-NORTHRUP WORKS

PLANNING - ENGRAVING - PRINTING - MAP MAKING - BINDING - MAILING

SENECA, LORD AND SEYMOUR STREETS

BUFFALO, N. Y.

NEW YORK OFFICE: 250 PARK AVENUE

# Large Weekly Magazine

has opportunity  
for one who can  
qualify as man-  
ager of make-up  
and contract  
departments.

*Address*  
"C," Box 267,  
care of PRINTERS' INK

## SPECIMENS



*"The Ace of Typography"*

WE have prepared a portfolio of Layout and Typographic Specimens, which should be of real interest to every advertising executive. In convenient form for filing; timely, simple, compact and quickly referred to.

*A request on your business stationery will bring you a copy*

ADVERTISING-CRAFTSMEN  
128 West 31st St., New York  
PENNSYLVANIA 8789-8790

exceed an average of \$8 per day shall be allowed."

Sales managers who are undecided as to the best policy regarding the payment of expenses of salesmen while in headquarters towns will be interested in the Government's regulation on allowances at official stations: "Under no circumstances will subsistence expenses or per diem in lieu thereof be allowed an employee at his official station."

Tips and other fees of the kind, together with incidental expenses that are personal, are frequent subjects for discussion between sales managers and salesmen. In regard to these, "Government Travel Regulations" sets forth these specific limits of expenditure: Charges for baths must not exceed fifty cents per day when not provided for in the expense items for rooms.

Fees to waiters are limited to a maximum of sixty cents per day.

Tips to bell-boys and maids at hotels must not exceed a total of thirty cents in any one day.

Fees to dining-room stewards and others on vessels plying rivers, lakes or bays—twenty-five cents per day or fraction thereof. On ocean and coastwise voyages, however, fees to stewards, when itemized, are allowed to reach a total of 10 per cent of the minimum first-class commercial passage rate of the steamer on which travel is performed.

Customary fees in foreign countries for services in connection with subsistence are limited to a maximum of \$1 per day.

Charges for laundry, not to exceed an average of \$1.40 per week, and for the cleaning and pressing of clothes, not to exceed an average of \$1.25 per week, are allowed, with proportionate amounts for fractional parts of a week. The regulations also provide for the allowance of the usual charge for fans or fires in rooms where the cost is not included in the price of the room.

The last paragraph of the section decidedly qualifies the regulations governing special fees, for it states, "reimbursement will not



## Kork-N-Seal goes into the Advertising Business

There must be something to the advertising business after all . . . Always reminding . . . Gently insisting . . . Invariably selling.

Kork-N-Seal closes millions of bottles and cans and Kork-N-Seal advertising *helps* to close millions of sales . . . Dresses the part of a modern, successful and helpful advertiser and salesman . . . gains attention on the shelves and on the counter.

The preference earned and identified by the lithographed name, brand or trade-mark justifies itself every time the product is used . . . And advertising is only one of many Kork-N-Seal advantages.

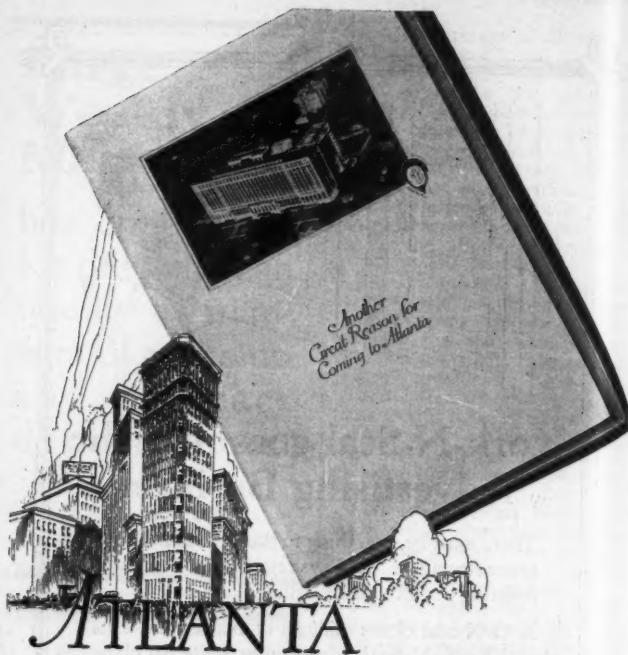
**Williams Sealing Corporation**  
Decatur, Illinois

**Williams**

# **KORK-N-SEAL**

THE CAP WITH THE LITTLE LEVER





# ATLANTA

## THE CONVENTION CITY OF DIXIE

Within 24 hours' travel of two-thirds of the population of the United States. A city of open hearted hospitality, with a perfect climate. Has entertained an average of more than one Convention per day in past years, and future bookings indicate a much greater number for 1926.

*Send for new, completely illustrated booklet showing our ideal convention facilities.*

*The South's Supreme Hotel*

# The ATLANTA BILTMORE

ATLANTA  GEORGIA

463 West Peachtree Street

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be made for tips pertaining to subsistence given in a State having anti-tipping laws prohibiting such tips." Then, in a later section, the list of tips is further augmented to include the following:

Porters, baggage at stations, hotels, or residences, not to exceed fifteen cents per piece or total payment of twenty-five cents.

Porters, baggage at landings or wharfs, twenty-five cents per piece.

Porters on chair or parlor cars, not to exceed twenty-five cents for each car occupied.

Porters on sleeping cars, twenty-five cents for each twenty-four hours of travel or fraction thereof, for each car occupied by the traveler.

The charge for staterooms on steamers must not exceed \$2, or the next higher available first-class rate when it is in excess of that amount. The charge for steamer chairs is limited to \$2 per trip, and for steamer rugs to \$1 per trip.

Of course, these items are only a very small part of the information contained in the fifty-eight pages of the book. A great deal of space is devoted to instructions regarding forms, accounting and other matters of the kind. One interesting regulation is the requirement of bond which in no case is less than a thousand dollars, when advances of expense money are made. Then throughout the book, it is obvious that the Government is determined to prevent so far as possible the padding of expense accounts, and this determination is emphasized by the requirement that all expense accounts containing reimbursement items be verified by an oath sworn to by the person rendering the account, and by the following provision:

"A penalty is prescribed of \$5,000, and imprisonment not more than ten years, or both, for a false or fictitious entry or record in a travel account."

#### Acquires Roycroft Pictures, Inc.

The Stanley Advertising Company, New York, industrial and educational motion pictures, has taken over and absorbed Roycroft Pictures, Inc., also of New York.

## Establishing a Reputation



In the search for accurate information upon which to base advertising and selling plans the name

**CROSSLEY, INC.**

in a few months has been made to stand for

### Information Which Pays Its Cost Many Times

Relations with the country's best-known advertisers, agencies and publications are eloquent proof.

### Completeness

Not merely a statistical organization, rather a reporting organization in which investigators of unusual ability elicit VOLUNTARY information.

### Absolute Reliability and Sincerity

Every clause of our contracts is backed by the bond of a well-known surety company.

A fully equipped organization, accomplishing known results locally and nationally on an annual or special basis.



**CROSSLEY, INC.**

Twenty-five West Forty-third Street  
New York City

## **Business Diplomat**

Here is a man who can prove useful and profitable in a variety of ways for a big business that can pay him well.

Has sold ideas and intangible values all his life. Knows publishers and the publishing business. Can address any and every kind of a public meeting.

Some corporation president needs him as his right-hand man.

A trade association or a club could use him as its executive secretary.

Address "N," Box 125, care of  
PRINTERS' INK.

## **An Agency's Greatest Problem**

### **Competent Representation**

I should like to meet those who face this difficulty.

My qualifications for helping them solve it as part of their organization include extensive training in producing and selling national advertising.

Wide acquaintance among agents, publishers and potential clients offered for endorsement of character, personality and ability.

May I submit a more detailed statement as a basis for an interview?

Address

"V," Box 272, Printers' Ink

## **Will Get Report on Window Display Survey**

Results of Joint Research Conducted by Window Display Advertising Association and Association of National Advertisers to Be Discussed at Forthcoming Convention

A SUMMARY of the experiences of several thousand retailers, national advertisers and others interested in window displays will be presented at the annual convention of the Window Display Advertising Association, which is to be held at the Hotel Pennsylvania, New York, from October 5 to 7. This report is the result of an investigation made by the research committee of the association and the dealer help committee of the Association of National Advertisers. It is promised that the information secured from this investigation will have a tendency to upset some of the established ideas as to what is and what is not good window display advertising practice.

Another feature of the convention will be the selection each day, by a committee of advertising and window display experts, of the best display material exhibited in the exhibit hall adjoining the convention assembly room. Following the selection of these displays, their merits will be discussed in open meetings.

Advertising and sales executives from such representative companies as the Westinghouse Electric & Manufacturing Company, National Carbon Company, "Onyx" Hosiery Company, Borden Sales Company, Bristol-Myers Company and others are scheduled to give their views and experiences on window display advertising.

The complete program for the three days follows:

*October 5—Morning:* Address by the president, Joseph M. Kraus, A. Stern & Co., Chicago; Ben Nash, advertising counsellor, New York, "The Creating of an Idea"; Carl Percy, president, Carl Percy, Inc., New York, "Future of Window Display Advertising as Fore-

# CONSIDER ASHLAND, WISCONSIN MR. ADVERTISER

Perhaps you may never have heard of this thriving little city of 15,000. Situated on the shores of Chequamegon Bay on Lake Superior, sixty odd miles from Superior, the nearest large city, it carries on its business as a coal distributing port for the west and southwest, as a shipping port of the Gogebic Iron Range, and as the center of a fast developing dairy industry.

There are 17 confectioners, 4 druggists, 7 dry goods stores, 32 grocers and 6 hardware dealers in Ashland. It is enough of a trading center to support two wholesale grocers and one hardware jobber.

Ashland forms part of the Northeastern boundary of the Superior Telegram territory. Mr. Advertiser, when you are planning how to reach this growing market of Ashland and the surrounding trade area, Telegram advertising is the answer. Ashland merchants are consistent space users in the Superior Telegram. They know that there are 1621 families in this Chequamegon Bay neighborhood who read the Telegram daily.

REMEMBER  
**THE SUPERIOR TELEGRAM**  
STANDS ALONE  
IN NORTHERN WISCONSIN

## COPY MAN WANTED

**\$15,000 to \$20,000**

**a year**

Opportunity to acquire interest in highly rated, conspicuously successful Advertising agency included. This man must be a star performer, must know copy as few men in the business know it. In reply enclose tear sheets of advertisements you have written.

All members of our organization have already seen this advertisement.

Address "Z," Box 264, P. I.

## Copy Executive WANTED

One of the leading agencies in a Middle Western City of 500,000 has a real need for a strong, capable copy man. One especially desired who can take charge of copy and art departments as well as write clean, forceful advertisements. All communications will be held strictly confidential, but it is desired that full information be given in your first letter. An experienced middle-aged man who knows this section would be preferred, but anyone who can qualify would be considered. A liberal salary will be offered the right party. Address

"Y," Box 275,

Care of PRINTERS' INK.

told by a Large Number of Retailers and Manufacturers"; F. R. Kingman, of the "Onyx" Hosiery Company, will preside at this session.

*Afternoon:* A. H. Deute, general sales manager, The Borden Sales Co., Inc., New York, "Retailing from the Broad Viewpoint of Institutional Prestige"; Lee H. Bristol, advertising manager, Bristol-Myers Co., "What 30,000 Miles of Travel Taught Me about Dealer Co-operation"; business meeting; C. D. Barradale, The Mennen Co., "Details of Window Display Planning Which Have Presented a Problem to Me"; E. L. Andrew, Westinghouse Electric & Manufacturing Company, Mansfield, Ohio, "Certain Conditions in the Business Which I Would Like to See Changed But Have Not Been Able to Change Personally"; Frederick L. Wertz, New York, display counsellor, will preside at this session.

A banquet will be held in the evening with President Kraus presiding as toastmaster. Stanley R. Latshaw, president of The Butterick Publishing Company, will speak. Richard B. Franken, head of the advertising statistical department of the New York Times, will also speak.

*October 6—Morning:* Three separate groups, buyers, producers and installation, will meet separately for discussion of their problems. J. W. McIver, Edison Lamp Works, "How Edison Lamp Works Gets 97 Per Cent of Its Window Display Materials Used"; C. C. Agate, associated with Frederick L. Wertz, New York, display counsellor, "Demonstration Showing How Manufacturer's Salesman Sells a Retailer on the Idea of Co-operation with the Manufacturer"; Herbert A. Ballou, retailer of Worcester, Mass., "Practical Points or the Big Little Things in Dealer Co-operation."

*October 7—Morning:* new president in the chair; Reports from the three group sessions to main convention; exhibit for the day; Carl V. Haecker, sales promotion department, Burke Hardware Co., Waukegan, Ill., "What I Would Do If I Were in the Manufacturer's Shoes"; William B. Benton, in charge of dealer co-operation of the George Batten Company, New York, "The Business from an Agent's Standpoint"; Paul West, advertising manager, National Carbon Co., "Building a Dealer Display Program."

### Adamars Agency Augments Staff

Harry F. Herman, who, for the last twelve years, has conducted his own service agency at St. Louis, has joined The Adamars Company, advertising agency, also of that city, as production manager.

Rudolph Singer, recently with the D'Arcy Advertising Company, Inc., St. Louis, and William T. Campbell, formerly advertising manager of the Auto Parts Company, St. Louis, have also joined the Adamars staff.



# Humanitarianism

The James Whitcomb Riley Memorial Hospital for Children, at Indianapolis, is a living tribute to the Hoosier poet.

This hospital is devoted to the free treatment of children—the future citizens of the State. Realizing the scope of this humanitarian work, the Kiwanians of Indiana pledged themselves to build one wing.

A fund of \$150,000 for the Kiwanis wing has been over-subscribed, and its completion will mean better health and happiness for the children Riley loved.

Kiwanians' forte is personal service. But whether their efforts are confined to their own communities or extended as in this instance, they apply the same principles to their citizenship as to their business—and they achieve.

100,000 of these practical community leaders, all business owners, executives and professional men, can be reached through one medium—and one alone—

## The Kiwanis Magazine

164 West Jackson Boulevard

Chicago, Illinois

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# WE BUILD

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# hotels

Hotels represent one of the largest of the consumer markets—offering a sales outlet for a wide variety of products. Self contained establishments, supplying everything from soap to heat and power for the convenience of guests, there is perhaps no other industrial market offering such a wide range of sales possibilities.

Hotel men, with an interest in their fellowmen and a vitally important vision of possibilities for ever increasing demands from the American public, are avid readers of their dominant journal—**NATIONAL HOTEL REVIEW**, because it supplies them with the hotel news that commands their closest attention as well as operation information of utmost importance to them.

Let us tell you how to make hotel sales for your product

## NATIONAL HOTEL REVIEW

A. B. C.

A. R. EADIE, Advertising Manager

A. B. P.

608 Chapman Bldg.  
Los Angeles

119 West 40th Street  
New York

10 S. La Salle St.  
Chicago

## Getting Salesmen to Spend One Hour More Each Day with Prospects

(Continued from page 6)

argue with him about the need for more calls. Don't accuse him of not making enough calls.

Help him to make more calls. Find a way for him to make more calls easily.

### HOW TO REMOVE THE REASON FOR NOT MAKING MORE CALLS

Getting back to the other selling principle just outlined—removing the reasons for not making more calls.

The sales manager needs to be a clever salesman. And the cleverest salesman is the man who does the most selling with the least appearance of doing any at all.

The most effective salesman, today, in spite of all the psychology to the contrary, is the simple, everyday kind of man who makes it his business to understand the problems of his prospects, and finds a way to solve those problems with the merchandise he wants to sell.

And this applies in selling the salesman on making more calls. He already has the problem of making more calls. The pressure of precedent and of sales resistance is compressing his day into smaller and smaller proportions, and the short day and fewer calls are compressing his earning power. He wants the earning power increased. He knows that more calls will help. Assume that he *wants* to make more calls, and *help him find a way* to make them.

In other words, remove the reasons for not making more calls. If you can do that, the salesman, himself, will do the other thing you want done.

In a meeting of agency managers the other day, one of the men asked about advertising, and the possibility of getting more inquiries. I told him that I was in favor of more advertising, but I was not in favor of more inquiries

to be turned over to our salesmen. I argued for advertising which did not bring inquiries.

On some propositions, inquiries may be a good thing for the salesman, but my contention is that inquiries do more to reduce the number of calls than they do to increase it. It is sometimes advocated that if you give the salesman a lot of inquiries to follow up, he will make a lot of calls. Within reasonable limits this is true, but there is another side to it—inquiries are very apt to reduce the number of calls by scattering a salesman all over the map.

One of the most exasperating tendencies of nearly all salesmen, is this very tendency to scatter sales effort far and wide. One of the reasons for the existence of sales managers and agency managers is to prevent just that. There is much of the mule type of vision in all of human nature—seeing greener pastures over the fence. A prospect on the other side of town, or even on the other side of the State, nearly always looks like a better prospect than the one next door.

I have seen many propositions where a special introduction, or even a request for a salesman to call, did not make a prospect any better, as a prospect, than the man next door who has never heard of the proposition. Yet, to the average salesman there isn't any choice between two such calls. He will pass up two or even five real live next-door prospects and spend an hour getting to some other prospect who is no better, simply because someone has suggested that he "see Bill Brown and tell him I sent you," or because Bill Brown has asked to see a salesman.

Of course, no one selling principle will apply to all propositions, and since there is a nearly universal tendency for us all to take the attitude that "our business is different," you are at liberty to say that this selling principle does not apply to your salesmen, or to your selling proposition, and that you want your men



to have all the inquiries they can get.

All I am trying to do in this article is to suggest the possibility that more calls can be made by taking prospects next door to each other—or next to each other even if they are a mile apart.

And by this I do not mean that advertising is not a good thing, for it is possible to advertise to "next-door" prospects and make them want your goods or to see your salesman, and yet not encourage them to send in inquiries.

Two of the biggest reasons for not making more calls, have been covered:

1. The mistaken notion that early morning, and late afternoon, and Saturday, are bad times to call on prospects.

2. The tendency to believe that the greener grass is all on the other side of the fence.

Show your salesmen how they can get better attention from prospects early in the morning and late in the afternoon, when com-

peting salesmen think they can't make calls. If you do that, your salesmen will take better care of the calls during the balance of the day.

Show your salesmen how much time they can save in a day by seeing prospects close together; show them how little real value there is, compared to the time it takes, to go across the city, or across a county, to see a prospect someone else has mentioned; and you will get close-together calls that will save the time of your men and enable them to make more calls in the same number of hours.

If a salesman is making an average of four calls a day and you can help him to make five, you add three months of working time to his selling year. If you can show him how to make eight calls in a day you double his working year—and you will at least double his income.

I heard a sales manager, the other day, tell a story about his



## Can You Afford Platypus Construction?

**H**ERE is the Platypus; beak like a duck, hair like a cat and tail like a beaver. It lives on land and in water, lays eggs, hatches them and its young are breast-fed. Truly, this is nature's shining example of unrelated units. But all-wise nature may have intended it to be an object lesson, because it does many things and accomplishes nothing.

Many advertising illustrations are still developed by Platypus methods. Scattered buying of unrelated talent puts together many ineffective sales-pictures.

We believe that co-ordinated effort is the strength that creates the greater force. Creative thought, that conceives the selling-idea; art and photographs, that paint and make tangible the idea; and, printing plates that interpret and transfer the finished illustration—we centralize control of all these elements and fix one source on which you can confidently place responsibility.

With this unified service available, can you afford Platypus methods? May we send an experienced service man to discuss better results with you?

**JAHN & OLLIER ENGRAVING CO.**

*Advertising Illustrations—Photographs—Fine Printing Plates for Black or Colors*  
817 W. Washington Blvd. Telephone MONROE 7080 Chicago, Ill.



# Leadership!

For the month of August  
**THE DAILY NEWS** led ALL  
 San Francisco papers, both  
 morning and evening, in

## Local food lineage

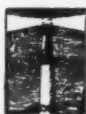
Printing

**30,428 Net Paid Lines**

*The Daily News*

—led The Call;

—carried nearly three times as  
 much as The Bulletin;  
 (both in the evening  
 field).



**THE DAILY NEWS** car-  
 ried more Market ad-  
 vertising than the two  
 morning papers combined.

You can't beat the endorsement of the local  
 man—he knows!

# **The News**

San Francisco's Fastest Growing Newspaper!

## Advertising Agency Men !

A well-known Advertising Agency of the highest standing desires to get in touch with Agency men (or others) who are in a position to secure business of good character, but who are dissatisfied with present connections because of lack of support, unhappy surroundings or fatal overhead.

To such men this Agency offers co-operative arrangement and unusual support in contact, ideas, copy and service.

Individual interests will be fully protected. All communications will be held in strict confidence.

All Members of our Organization are informed of this advertisement.

Address "U," Box 271  
Printers' Ink

## An Advertising Man goes to market for an opportunity

SIX years of copy, layout and production—retail and wholesale selling—research and field work—have equipped him with a sound, practical business sense, yet left his ability to visualize refreshingly unimpaired.

The agency that needs a production manager who can cooperate . . . . .  
or the manufacturer that needs an advertising manager who can both create and complete will find a man under 30, married, who can handle details as well as campaigns, who is vigorous and seeking opportunity in exchange for hard work and ability. New York or vicinity essential.

Address Printers' Ink, "R," Box 129

early experience as a salesman. He was falling down pretty badly and his sales manager, a man who has since become rather famous in the world of salesmanship, came out to his territory one day to find out what his trouble was.

"Now I want to tag along to-day," the sales manager said. "If you leave me too far behind, I'll hire a hack. Work just as you do ordinarily, and I'll watch the results, and this evening I'll tell you what the trouble is."

The sales manager followed him all day, with scarcely a comment. That evening, he invited the salesman to spend some time at the hotel with him.

"Now I'll tell you what is the matter with your sales," he said. "You don't make enough calls. The first principle of selling is to make as many calls as possible, whether you make a good selling talk or not."

"After you learn to make plenty of calls, then make as good a selling talk as you can. Then the law of averages will enable you to make some sales, and as you make sales you will gradually improve your selling talk, until you find yourself making more sales."

"But just remember that the more calls you make, the more use you will have for a selling talk, and the more chance you will have to edit that selling talk, and test it out and improve it."

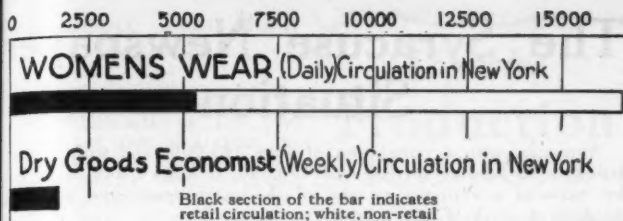
## Publishes the "North-West Miner"

A new business paper, the *North-West Miner*, is being published by The Jackson Trade Publishing Company, Winnipeg, Manitoba. It will be issued monthly in the interests of the mining operator, wholesaler and retailer.

T. S. McGirr, formerly advertising manager of several papers published by Western Business Papers, Ltd., Winnipeg, has joined the Jackson company as business manager of the *North-West Miner*.

## Will Direct Sales of Harvey Plumbing Fixtures

William J. Watson has been appointed sales manager of the A. Harvey's Sons' Manufacturing Company, Detroit, manufacturer of plumbing fixtures. He has been with the firm for the last twelve years as director of the purchasing department.



## Women's Wear Dominates the New York Market

**WOMEN'S WEAR** retail circulation in the State of New York outnumbers that of the **Dry Goods Economist** by more than three to one,—5,333 to 1,636—although the **Dry Goods Economist's** entire New York circulation is considered as retail, whereas part of it is non-retail.

The supremacy of **WOMEN'S WEAR** service in every branch of the women's apparel and dry goods trades—retail, wholesale and manufacturing—is not questioned by any informed and impartial person.

(This is the third advertisement of a series. The first showed the dominance of **WOMEN'S WEAR** in national circulation, the second its dominance in national retail circulation. The fourth will take up **WOMEN'S WEAR** circulation methods.)

## Fairchild Publications

8 East 13th Street

New York

*18 branch offices in the  
United States and abroad.*

# The Syracuse Newspaper Situation

Syracuse, with a population of over 185,000, and with a population in its trading territory of 450,000, is known and recognized by national advertisers as one of the most responsive and most productive markets in the country.

The people of Syracuse and its tributary territory are served by one morning and two evening newspapers.

Where once Syracuse presented something of a problem to the advertising agency space buyer, by reason of the slight difference between each newspaper in circulation, it is now indeed simple to analyze in view of the changes in the Syracuse newspaper situation which have occurred during the past year.

The SYRACUSE EVENING JOURNAL has achieved a lead in total net paid circulation over each of the other Syracuse newspapers by such a wide margin that its superiority as a newspaper and as an advertising medium as well is entirely obvious.

The most recent circulation statement gives the SYRACUSE EVENING JOURNAL an average net paid daily circulation of 65,303, the second paper 55,034 and the third paper 47,884.

The JOURNAL leads the second paper (morning) by 10,292 daily.

The JOURNAL leads the third paper (evening) by 17,442 daily.

In strictly city circulation, the JOURNAL leads the second paper (morning) by over 12,000 daily.

In strictly city circulation, the JOURNAL leads the third paper (evening) by over 6,000 daily.

The lead of the SYRACUSE EVENING JOURNAL in net paid daily circulation is due to but one fact, it is the best daily newspaper published in Syracuse, and its greater circulation expresses the positive preference for it by its readers over the other Syracuse newspapers.

Therefore, the greatest possible service the national advertiser can secure, the greatest sales power he can employ in Syracuse is the SYRACUSE EVENING JOURNAL.

It requires neither study, analysis nor discrimination to select the best advertising medium in Syracuse—it is the EVENING JOURNAL by a large margin—and with exceptional reader confidence to back up its largest circulation.

The SYRACUSE SUNDAY AMERICAN, with 78,000 Sunday, enjoys the largest circulation of any Syracuse Sunday newspaper.

## THE JOHN BUDD COMPANY

*National Advertising Representatives*

New York Chicago St. Louis Atlanta San Francisco Los Angeles

## Agriculture Year Book for 1925

Washington Bureau  
of PRINTERS' INK

ANNOUNCED as the fifth and last issue of a series, the Agriculture Year Book for 1925 deals primarily with the economic aspects of fruit and vegetable culture. It was published last week by the Department of Agriculture and, besides the special information concerning fruits and vegetables, contains the last annual report of the Secretary of Agriculture, and a vast amount of statistical information on practically all farm products.

In the preceding volumes, articles were published on grains, live-stock, fibers, dairy products, tobacco, forestry, forage resources, land utilization and land tenure, highways, credit, taxation, the poultry industry, and weather forecasting. In the present volume, the special articles on fruits and vegetables deal with the growing of the products in this country, the status of the industry, marketing problems, geographical distribution, cultural methods, and the economic factors that determine development of the industry.

Among ten feature articles contained in the book, "Marketing Fruits and Vegetables," by A. W. McKay, and eight other experts of the Department, is probably the most interesting and important from a merchandising viewpoint. This article appears to cover every phase of the subject, and, with the others, comprises a treatise on the progress of the fruit and vegetable industry which, during the fiscal year of 1925, attained an approximate volume of \$2,000,000,000.

About the last half of the volume is devoted to statistics of grains, of fruits and vegetables, field crops other than grains, farm animals and their products, foreign trade of the United States in agricultural products, farm management and cost statistics, and miscellaneous agricultural statistics.

As a whole, the volume is a

## Capable Production MANAGER

\*\*\*\*\*

*available*

\*\*\*\*\*

## RELIABLE EXPERIENCED MATURE

\*\*\*\*\*

For confidential information address  
Box 240, Printers' Ink

## To a New York Agency with a Food Account

HERE'S a man who has both feet on the ground when it comes to advertising and merchandising food products. He knows the language of the hard-boiled jobber, he's sold goods over the counter, he knows how to inject the subtleties in copy that get response from women buyers. Four years University training in hygiene and dietetics; 2 years newspaper; 6 years in agency as copy writer, merchandising research, copy and plan chief and agency vice-president. Available soon, New York City only. "X" Box 274 Printers' Ink.

## Wanted COPY-WRITER and IDEA MAN

One of the largest manufacturing organizations of the West offers a real opportunity to a copy and idea man, 25 to 35 years old. Must be a skilled writer, understand layout, and able to handle copy for magazines, general publicity, direct-mail work, etc. Products nationally known for years—marketed through automotive jobbers and dealers, also direct to manufacturers. Answer by letter with full personal record, qualifications and past business connections. Include samples of work and photograph.

"W," Box 273, Printers' Ink

## Somebody's Chance To Get Good Man

Experienced advertising man. American, Christian, 30 years old. Two years' university training for his work and 7 years' actual advertising experience, 3 in agency field. Capable of directing department or doing work himself. Understands merchandising and can write clear-cut copy; make layouts; buy art work, engraving and printing. Edits favorably known house-organ. Has good job, which he's not afraid of losing, but desires change. Prefers location in or near New York, but willing to go where best opportunity exists.

Address "L," Box 124, Printers' Ink

completely detailed record of the agricultural industry during the fiscal year of 1925. It contains a great deal of information that can be used to advantage not only in advertising and merchandising farm products, but also in promoting the sale of many products manufactured from raw materials produced on the farm. The book is strongly bound in buckram, is adequately illustrated, and contains 1,537 pages. Copies may be procured at \$1.50 each from the Superintendent of Documents, Government Printing Office, Washington, D. C.

### Daily Newspaper Started at Scranton

Publication of the *News*, an evening newspaper, has been started at Scranton, Pa. W. F. Hallstead, Jr., is president of the company; Bernard L. Connell, head of the Scranton Button Company, is vice-president; W. J. Pattison, is secretary and general manager, and T. J. Duffy is treasurer. Mark Edgar, former city treasurer, is editor.

### Luce Furniture Shops Appoint M. J. Flynn

Martin J. Flynn has been appointed vice-president of the Luce Furniture Shops, Grand Rapids, Mich. For twelve years he was with The Simmons Company and, at one time, he was sales manager of the Berkey & Gay Furniture Company.

### "The Grain Growers' Guide" Appoints Representatives

*The Grain Growers' Guide*, Winnipeg, has appointed J. C. Billingslea, Inc., Chicago, and A. H. Billingslea, Inc., New York, publishers' representatives, as its national advertising representatives in their respective territories.

### Glidden Company Reports Record August Sales

The Glidden Company, Cleveland, Jap-a-Lac varnish, paints, etc., reports sales of \$2,278,165 for August, a new record for that month. This is an increase of \$272,251 over the figure reported for August, 1925.

### Carl W. Art Opens Seattle Office

The Carl W. Art Advertising Company, Spokane, Wash., has opened an office at Seattle, Wash. C. W. Art, president of the company, will have charge of the new office.

# Gilman, Nicoll & Ruthman

*Publishers' Representatives*

Announce the Following Changes in  
the Personnel of Their Organization



HARRY H. BUCKENDAHL

HARRY H. BUCKENDAHL,  
for the past eight years a  
member of the Chicago  
staff, becomes Manager of  
the San Francisco office,  
effective October 15, 1926.



C. H. HEYDON

C. H. HEYDON, formerly  
with the Kansas City Star  
and Weekly Star, has be-  
come associated with the  
Chicago office, effective  
September 10, 1926.

NEW YORK      BOSTON      CHICAGO      SAN FRANCISCO  
19 W. 44th St.   73 Tremont St.   410 No. Michigan Ave.   507 Montgomery St.

Each office is an exclusive Gilman, Nicoll & Ruth-  
man office, maintained and operated solely for the  
papers directly represented by our organization

# Rhode Island's Richest Market—

covered by only one  
newspaper—

**PAWTUCKET &  
CENTRAL FALLS**

**150,000**

100,000 city population  
50,000 suburban population

*A closely knit, productive market completely covered  
by one newspaper—*

## The Pawtucket Times

Net Paid  
Circulation

**27,895**

During first  
six months 1926

National Representatives:

**GILMAN, NICOLL & RUTHMAN**

New York.

Boston.

Chicago.

San Francisco.

Sept. 2

FAR

CO

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Country

Success

Californ

Farm J

Farm M

Capper

Farm &

Field I

America

Farm I

Power

Pacific

Farmers

Better

America

Hoard's

Dakota

Oklahom

Missour

Orange

Farmste

Souther

Souther

Montan

Michiga

Utah F

Souther

Western

Western

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Souther

South I

Missour

Modern

Arkansa

Californ

Pacific

The Fa

Wiscons

Nebrask

Iowa F

Wallace

Indiana

Ohio F

Kansas

Michiga



## FARM PAPER SUMMARY FOR AUGUST

### COMMERCIAL ADVERTISING LINEAGE

(Exclusive of house, live stock and  
classified advertising)

#### MONTHLIES

	Lines
Country Gentleman .....	52,641
Successful Farming .....	14,988
California Citrograph .....	14,347
Farm Journal .....	13,105
Farm Mechanics .....	10,536
Capper's Farmer .....	9,850
Farm & Fireside .....	7,892
Field Illustrated .....	6,818
American Fruit Grower .....	6,737
Farm Life .....	4,105
Power Farming .....	4,073
Pacific Homestead .....	3,954
Farmers' Home Journal .....	3,716
Better Fruit .....	3,624
American Farming .....	3,434

#### SEMI-MONTHLIES

	Lines
Hoard's Dairyman .....	22,466
Dakota Farmer .....	21,974
Oklahoma Farmer-Stockman ..	21,528
Missouri Ruralist .....	18,913
Orange Judd Illinois Farmer ..	17,599
Farmstead, Stock & Home ....	16,262
Southern Ruralist .....	14,971
Southern Agriculturist .....	14,100
Montana Farmer .....	13,042
Michigan Business Farmer ....	12,347
Utah Farmer .....	11,829
Southern Planter .....	10,655
Western Farmer .....	9,983
Western Farm Life .....	9,646
The Dairy Farmer .....	9,269
Southern Cultivator & Farming.	8,126
South Dakota Farmer & Breeder	5,524
Missouri Farmer .....	5,107
Modern Farming .....	4,685
Arkansas Homestead .....	4,345

#### WEEKLIES (Four Issues)

	Lines
California Cultivator .....	33,734
Pacific Rural Press .....	31,976
The Farmer .....	29,601
Wisconsin Agriculturist .....	28,027
Nebraska Farmer .....	26,519
Iowa Homestead .....	25,427
Wallaces' Farmer .....	25,368
Indiana Farmer's Guide .....	24,402
Ohio Farmer .....	23,898
Kansas Farmer & Mail & Breeze	23,880
Michigan Farmer .....	23,850

## INCREASED SALES QUANTITY PRODUCTION REDUCED COSTS LOWER PRICES

—The above results justify the enormous yearly expenditure for general publicity advertising.

—Premium Advertising may be justified on precisely identical grounds. By its use new customers are secured and old customers held.

—It is not "something for nothing." The loyalty of a customer to a particular brand of merchandise is worth a great deal to its manufacturer.

—A portion of the advertising fund expended in this way is certain to result in: Increased Sales—Quantity Production—Reduced Costs—Lower Prices.

—It is a sound, ethical, logical and effective method of advertising.

—Booklets explaining our Service mailed on request to those stating the nature of their business.

**THE PREMIUM SERVICE CO., INC.**  
9 West 18th Street, New York.

## The Man who will be interested in this—

is an experienced writer of high grade advertising copy—an idea man,—one who can plan and write connected campaigns. He is a man who has gone far enough ahead to command a respectable salary. He is one who can put human interest into technical subjects without losing the essential technical slant. He is one who can dramatize an apparently uninteresting machine or appliance. He is one who can breathe life into an advertisement on ships or shoes or sealing wax as the case may be. Some slight technical training or experience will be to his advantage.

The man desired will not be over 35 years of age. No "has-been" copy writer, nor trick layout man will fill the bill. Acquaintance with the principles of the best up-to-date marketing practice is essential.

For such a man, who can show that he has done successful work in advertising and marketing, there is open an attractive opportunity with a well-known organization of highest standing in its field. The position is a permanent one, with headquarters in New York City, but the applicant must be willing to travel when necessary.

This opening will not be filled in a hurry. If you think you are the man described above, tell us why in your first letter. State salary desired. All correspondence will be considered confidential, and references will not be investigated until negotiations have progressed sufficiently to warrant it. Address "K," Box 123, Printers' Ink, 185 Madison Avenue, New York.

	Lines
Rural New Yorker .....	23,742
Prairie Farmer .....	23,416
New England Homestead .....	23,403
Pennsylvania Farmer .....	22,710
Progressive Farmer & Farm Woman .....	21,942
Farm & Ranch .....	19,781
Ohio Stockman & Farmer .....	19,602
Washington Farmer .....	18,925
Oregon Farmer .....	18,854
Florida Grower .....	18,487
Pennsylvania Stockman & Farmer .....	18,325
Wisconsin Farmer .....	17,919
Idaho Farmer .....	17,461
Breeder's Gazette .....	17,033
American Agriculturist .....	16,625
Dairymen's League News .....	7,085

**FARM NEWSPAPERS**

	Lines
Kansas City Weekly Star .....	18,257
Atlanta Tri-Weekly Constitution .....	12,479
Dallas Semi-Weekly Farm News .....	11,788
Atlanta Tri-Weekly Journal .....	9,548
St. Paul Farmers' Dispatch .....	8,398
Memphis Weekly Commercial Appeal .....	7,773
St. Louis Weekly Globe-Democrat .....	7,748
Kansas City Weekly Journal .....	6,882

(Figures compiled by Advertising  
Record Company.)

## Electric Refrigeration Sales Reported

The sales of the Electric Refrigeration Corporation, Detroit, for the first six months of 1926, totaled \$13,921,947. Net earnings, after charges, for this period were \$2,512,433, against a combined net profit for the same period last year of \$2,468,455 for the Nizer, Kelvinator and Grand Rapids Refrigerator companies, which were consolidated to form the Electric Refrigeration Corporation.

## Bank Starts Campaign to Promote Harbor Development

The Pacific State Bank, South Bend, Wash., has started an advertising campaign in Pacific Coast newspapers to promote the use of Willapa harbor and to exploit the present industrial development attained there. The Martin Advertising Service, Salem, Oreg., is directing this campaign.

## Columbus Wholesaler Appoints J. P. Dods

J. P. Dods, who has been assistant to the president of the Columbia Steel & Shifting Company, Pittsburgh, has been appointed to direct the sales of The Tracy-Wells Company, Columbus, Ohio, wholesale merchandise.

# Chicago Journal of Commerce

*announces the appointment of*

**MR. JOHN H. CONWAY**  
AS DIRECTOR OF ADVERTISING

*and*

**MR. FREDERICK WEST**  
AS ADVERTISING MANAGER

*September 20, 1926*

Sales

# I have no magic wand, *but--*

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he firm  
221,947,  
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Nizer,  
friger-  
olidated  
on Cur-

A PROMINENT executive said recently—"I wish I had a magic wand, the mere waving of which would convince everybody in my offices that letters are the greatest force for good or evil in the business world.

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Martin  
Oreg.,

"I know that warm, human, friendly letters build business, create good will—that cold, lifeless, thoughtless letters drive away business, destroy good will. It is difficult, however, to get this over to my letter writers. They just don't appreciate what letters can be made to do for any business."

points

I have no magic wand. But out of my long and varied experience I have evolved a simple, effective, inexpensive plan which will help your letter writers to realize the importance of letters—to write letters that will bring more business—satisfy more customers.

stant to  
Steel &  
as been  
of The  
s, Ohio,

It is an individual, practical service of interest to all firms with either a small or a large volume of correspondence. It enables me to review your letters through the eyes of the customer, whom I have learned to know in my extensive travels and unusual experiences.

The service will neither conflict with your policies nor disturb the individuality of any letter writer. It is planned to harmonize with these things—to afford the help that makes letters live and last.

The vice president of a prominent New York firm said this about the service after one month—"You can't begin to appreciate how helpful your work is to us. In fact, what you are doing holds so much promise that for the first time in two years I am beginning to breathe freely."

*An opportunity to tell you more about it will be appreciated. May I also send you, without charge, one of my latest talks and a booklet entitled—"What I Think and Others Say About Charles R. Wiers,"*  
by HOMER J. BUCKLEY?



## CHARLES R. WIERS

PARK SQUARE BUILDING

BOSTON, MASSACHUSETTS

For fifteen years Chief Correspondent Larkin Co., Buffalo, N. Y. Subsequently Vice President DeLong Hook & Eye Co., Philadelphia, and Assistant Vice President National Shawmut Bank, Boston. Author of several books and over one hundred articles on letter writing. President Direct Mail Advertising Association.

Let me tell you about my course in letter writing, too. It is a practical, inexpensive course through which you will learn to write by writing. Just the course for any letter writer who wants to write better letters—to increase his worth to himself and his firm.

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK  
CITY. TELEPHONE: ASHLAND 6500. President  
and Secretary, J. I. ROMER. Vice-President,  
R. W. LAWRENCE. Treasurer, DAVID MARCUS.  
Sales Manager DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank  
Building, GOVE COMPTON, Manager.

Atlanta Office: 704 Walton Building.  
Geo. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building.  
A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street,  
M. C. MOGENSEN, Manager.

Canadian Office: 92 Adelaide St., W., Toronto,  
H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50  
for six months. Ten cents a copy. Foreign  
Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60;  
quarter page, \$30; one inch, minimum \$5.10;  
Classified 63 cents a line, Minimum order \$3.25.

JOHN IRVING ROMER, Editor  
ROBERT W. PALMER, Managing Editor  
ROY DICKINSON, Associate Editor  
ALBERT E. HAASE, Associate Editor  
BERNARD A. GRIMES, News Editor

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London: Thomas Russell

NEW YORK, SEPTEMBER 23, 1926

## In the Days of Prosperity

Public utility companies have been handed a good bit of advice by a member of their own family. We are referring to an address made by Matthew S. Sloan, president of the Brooklyn Edison Company, before a recent meeting of the Pennsylvania Electric Association. The present-day prosperity of public utilities, Mr. Sloan feels, is very apt to lead to a feeling of self-satisfaction. And if it does, it would soon be followed by a display of arrogance and indifference toward the public, Mr. Sloan declared. There is a tonic that keeps prosperous businesses from becoming sleepy and lazily indifferent to-

ward their public. Mr. Sloan spoke of it from experience. It is advertising written to gain the cordial good-will of the public. He meant the kind of advertising that is a reflection of a genuine desire to earn public confidence, the kind of advertising that keeps a business on its toes.

We have repeated here the sum and substance of what Mr. Sloan said, not only because it has its lesson for public utilities, but because it may provoke some thought in the minds of other prosperous businesses.

"Don't forget the people who made you in the days of your prosperity. They can break you." Good advice, in our opinion, for any business. And Mr. Sloan's suggestion that advertising be used to show the public that it has not been forgotten is, in our opinion, excellent constructive advice taken from experience.

## The Business Budget

Every business man admits the value of a budget, a plan which will co-ordinate the buying and selling, production, advertising and financial sides of his business.

One reason why more business men have not adopted a budget plan is because its needs, advantages and essentials are too often surrounded by an air of mystery by super-technicians. It has been made to appear rigid and mysterious instead of flexible and simple. In a book soon to be published called "Classification of Accounts for the Rubber Industry," some valuable budget suggestions are made of broad, general application. The object and needs of a budget are thus described:

1. To establish responsibility.
2. To effect accountability.
3. To estimate probability.
4. To determine advisability.
5. To insure desirability.
6. To check up ability.

Its advantages are summed up in eight more divisions as follows:

1. Everyone in the establishment will have a definite goal for attainment.
2. Sales and production plans can be co-ordinated with financial resources.

3. More continuous operation and greater regularity of employment can be provided.

4. Products, processes and equipment can be standardized.

5. Costs can be used for purposes of control rather than as historical information.

6. Reduction of waste will be encouraged by the maintenance of better balanced inventories; by instituting wage payments based upon results; by assigning responsibility for expenditures.

7. Taken in conjunction with the business cycle, the budget will give warning when to be cautious and the cue when to go forward with manufacturing plans.

8. At all times the budget serves as a measuring stick to compare actual performances with promises and standards, showing not only what may be done but what should be done.

The basic essentials of any budget plan are thus summarized:

1. Careful estimate of sales based upon previous years' experience tempered by immediate business situation.

2. Scheduling of production in keeping with sales estimates.

3. Careful gauging of material requirements.

4. Establishment of standards of labor performance.

5. Careful analysis of expenses with limits set for auxiliary services, such as power, maintenance and delivery.

6. Provision for funds to carry through projected sales and production programs.

7. Provision for checking and revising standards by performances.

8. Predetermining of profits and losses.

The breakdown of any budget for operating purposes has an important bearing on methods of sale, collections, divisions of territory, selling expenses, selection of items, dealer resale plans, salesmen's compensation, methods of advertising, and other problems which face executives in the selling end of business.

As the great advantages of a comprehensive budget plan to the better administration of sales plans and advertising appropriations is understood, it is safe to assume that a greater proportion of national advertisers will adopt some specific budget plan.

The growing movement on the part of budget enthusiasts to present their case more simply than in the past, will undoubtedly give impetus to broader adoption of this valuable aid toward coordination of the various intelligences which influence the success of every business.

## A Time for Practical Friendliness

As this issue goes to press the news comes of the hurricane which has hit Miami and other cities in lower Florida with a stupendous loss of life and property. The sympathy of the entire world goes out to the stricken area.

It is a time for manufacturers and wholesalers to think in terms of practical friendliness. In former great calamities manufacturers in more fortunate sections of the country have been able to offer the sort of help which means so much at a time like this. The retailer who receives a prompt telegram or letter to tell him that any stock damage will be repaired at no cost to him or to convey a prompt expression of a generous attitude in regard to trade acceptances and times of payment will be given a new feeling of confidence.

At the time of the San Antonio disaster many manufacturers extended the time of payment of obligations, and in the case of retailers who wanted to purchase new material to replenish their stock allowed a net cash discount for four months, or 2 per cent for cash in three months.

Everyone's sympathy goes out to the stricken cities of Florida. That is natural and understood. It is a time for offers of practical assistance. These offers will do an inestimable amount of good.

## Reasons for Better Financial Copy

Investment houses are getting advice, friendly to be sure, but nevertheless definite on how they should advertise securities to the public.

All of this advice is based upon one assumption, that present-day security advertising, except for that being done by a few banks, and particularly the National City Bank of New York, is behind the times and not capable of doing its full duty.

There appears elsewhere in this issue of *PRINTERS' INK* a report of an address made at the annual

convention of the Financial Advertisers, by Edgar C. Criswell of "The Quality Group." Investment houses are warned by Mr. Criswell that they are in grave danger of losing much security business to banks unless they wake up to the fact that they have been derelict in the copy they have used. Mr. Criswell hits at their pocketbooks. His is a warning that should arouse action.

A reading of Mr. Criswell's speech will probably give rise to the question: "Why is the present-day copy of investment houses behind the times?" The answer seems to be obvious to all except the investment banker. It is to be found in the fact that an entirely new class of investor has appeared in this country within the last ten years, made up of wage-earners who learned to save during the World War. They have surplus funds. Who will invest these funds for them? In other words, a great market of small buyers is in front of investment bankers and they ignore it. We are not speaking idly when we talk of this new market. Look at some facts and figures on it for a minute.

About ten years ago, the Japanese Government floated a loan in this country. The average subscription was \$30,000. A short time ago Japan floated a loan of \$150,000,000. The average subscription was \$3,100. A street railway system in Philadelphia, according to *The Saturday Evening Post*, a short time ago succeeded in selling \$10,000,000 of stock largely to its patrons within the space of three weeks. The average subscription was between \$200 and \$300.

For those who think wage earners have not stored up a surplus we refer to a recent study made by the Department of Economics and Social Institutions of Princeton University. A report on that study shows employees as owners of \$700,000,000 worth of the securities of the industries employing them.

This is the market that is waiting to be cultivated by advertising. This is the market that Better Business Bureaus has been pro-

tecting and protecting very effectively against blue sky promoters. Investment bankers know that story.

The same convention of financial advertisers that heard Mr. Criswell say that investment bankers' pocketbooks would be hit unless they bettered their advertising copy, heard the head of the Better Business Bureau movement, Edward R. Greene, repeat the story of what that movement had done to protect the wage earner from the blue-sky promoter. After he had finished with that story, Mr. Greene took up the same subject Mr. Criswell had handled. His advice was on another plane, however. What he said in effect was this. "We have been and are educating the new investor against fake investments. Now it is up to you to shoulder part of the job. You can do it by using advertising that guides the new investor to the right securities. Better copy is an obligation and a duty."

Two good reasons then, than which we know no better, why investment bankers should use better advertising copy are: (1) for their own profit's sake, and (2) as a discharge of an economic and social duty.

### Cleveland Printing Companies Merged

The Lezius Printing Company, the Hiles & Coggsall Company and the Artcraft Printing Company, all of Cleveland, have been merged under the name of the Lezius-Hiles Company. The officers of the new company are: Charles Lezius, president; P. G. May, of the Lezius company, vice-president; J. S. Sheldon, of Hiles & Coggsall, secretary; G. W. Lezius, treasurer, and Carl F. Lezius, general manager.

The Artcraft company will be operated separately without change of officers. Its officers are: H. J. Lamb, president; E. R. Van Bergen, vice-president and treasurer, and E. A. Smith, secretary.

### Tool Account for Clark Collard Company

The King Pneumatic Tool Company, Chicago manufacturer of pneumatic and electric tools, has appointed The Clark Collard Company, advertising agency of that city, to direct its advertising account.

## Newell-Emmett Company

*Incorporated*

*Advertising · Merchandising Counsel*

120 WEST THIRTY-SECOND STREET

*New York*

AN ADVERTISING  
AGENCY FOUNDED  
ON THE IDEA OF  
RENDERING SUPER-  
LATIVE SERVICE TO  
A SMALL NUMBER  
OF ADVERTISERS

### CLIENTS

Liggett & Myers Tobacco Co.

Johns-Manville Incorporated

Western Electric Co.

The T. A. Snider Preserve Co.

Loose-Wiles Biscuit Co.

Graybar Electric Company

**"NOT HOW MUCH, BUT HOW WELL"**



# Advertising Club News

## Carl Magee Talks to Chicago Council and Legion Post

More than five hundred members of the Advertising Council of the Chicago Association of Commerce and the Advertising Men's Post of the American Legion heard Carl Magee, editor of the *Albuquerque New Mexico State Tribune*, tells his story at the first joint meeting of the season which these two organizations held last week.

Basing his plea for the freedom of the press on an account of his own experiences, Mr. Magee said, "If our editors are not to be at liberty to tell of the official conduct of those in public life and if public sentiment will not support us, then how can people ever learn enough to correct the abuses of government?"

\* \* \*

## Charles Morris Price School Has Large Registration

The Charles Morris Price School of Advertising and Journalism of the Poor Richard Club, Philadelphia, will open its 1926-1927 term on October 5. Applications for registration are more than twice the accommodations, which total 110 for the two classes, elementary and advanced. The instructors will be the same as last year: Thomas J. Mulvey, advanced class, and J. A. Lutz, elementary class.

\* \* \*

## Large Attendance at First Meeting of Milwaukee Club

The Milwaukee Advertising Club opened its fall season last week with a meeting of more than 100 members. The club is making preparations for an active year, and is planning extensive departmental work. Retail and direct-mail departmentals have already been organized and others will follow shortly.

\* \* \*

## St. Louis Club to Hold Annual Meeting

The annual meeting of the Advertising Club of St. Louis is to be held on October 12. New officers will be installed, five awards will be presented to members and the business session will be followed by a program of entertainment.

\* \* \*

## Milwaukee Women to Double Membership

The Women's Advertising Club of Milwaukee at its opening meeting organized a membership campaign to double its present membership. It is now issuing a monthly club publication called "Ad Sparks."

## Toledo Bureau Goes after Salary-Buying Sharks

Following its collection of evidence against the usurious practices of several concerns in harassing wage earners, the Toledo Better Business Bureau, Inc., has submitted its facts to the Common Pleas Court and five injunctions have been issued. The Bureau has placed its files at the disposal of the attorney who is representing the employee plaintiffs and has offered him every assistance.

"More than 150 railway employees have made complaint alleging that the 'salary buyers' have required them to pay a rate of 20 per cent a month interest," the Bureau states in a recent report. "On failure to pay, according to the complaints, victims have been threatened with the loss of their positions and arrest."

The Bureau has undertaken to clean up this situation, it states, in order that legitimate business will not suffer through the loss of wage earnings to these usurious money lenders.

\* \* \*

## Death of William P. Green

William P. Green, associate director of the National Better Business Bureau, Inc., died at New Brunswick, N. J., on September 10. His death was due to drowning.

Mr. Green, who was about forty years of age, had been associated in Better Business Bureau work for more than eight years. In 1918 he was appointed secretary of the National Vigilance Committee, four years later becoming director. When the work of the vigilance committee was taken over by the National Better Business Bureau, Inc., Mr. Green continued as associate director.

The burial will take place at Warsaw, Ill., Mr. Green's native city.

\* \* \*

## Milwaukee Associations Join in Educational Work

An educational meeting arranged by the Milwaukee Industrial Advertisers' Association, the Milwaukee Advertising Club, and Marquette University was held last week at Milwaukee. These associations are co-operating with the university in a series of advertising courses inaugurated by the school this year.

\* \* \*

## Cleveland Club Golfers Win

A golf tournament was recently held at Cleveland in which the players of the Cleveland Advertising Club defeated those of the Rochester, N. Y., Ad Club, by winning eight out of fifteen points.



## Poor Richard Club Holds Annual Field Day

The Poor Richard Club, Philadelphia, held its annual field day outing on September 14, at the Manufacturers Country Club, Oreland, Pa. About 150 members attended. Various sports, including golf, tennis and baseball, were engaged in throughout the day. In the evening a dinner was held at the clubhouse with Morton Gibbons-Neff, president of the club, presiding. The committee in charge of the outing was headed by Ray Neal.

The Bartley J. Doyle Golf Trophy was won by Frank C. Goldner for the second time. Three winnings gives permanent possession. Mr. Goldner also automatically received the low net prize. His score was 71. George W. Millington and A. L. Dewar tied for the second low net prize, with a score of 78. An 89 won the low gross prize for Ray Neal. He was followed by J. R. Eddy and Kenneth Lueders, who both turned in low gross scores of 92. The nine-hole low gross prize was awarded to Kent Hanson with a 46. The low net for nine holes was awarded to L. N. Strouse, for a 39. F. W. Levering received a prize for the most consistent 7's. The best net score of a guest was won by William Taylor, with a 97.

In the baseball game, Emil Sholler received a prize for the best fielding, Lawrence W. Burns for the best hitting, C. S. Wood for the best all-around effort, Mat Lukens for the best slide and J. A. Lutz for the "most timid player."

The winner of the tennis matches was Wallis Howe, of New York. Harry Hall was runner-up. John Ortgies won the guest prize.

\* \* \*

## Engineering Advertisers Start Season

The Engineering Advertisers Association of Chicago held its opening meeting of the season on September 13. The principal speakers were: Arthur C. Lueder, Chicago postmaster, who described his campaign to improve the mailing habits of the public, and B. J. Mullaney, vice-president of the Peoples Light, Gas & Coke Company, Chicago, who outlined the progress made in public utility advertising within the last few years.

\* \* \*

## Wenatchee Club Visits Spokane Club

About forty members of the Advertising Club of Wenatchee, Wash., recently attended a meeting of the Spokane, Wash., Advertising Club.

\* \* \*

## Seattle Club Increases Annual Dues

The annual dues of the Advertising Club of Seattle, Wash., have been raised from \$12 to \$18. Meetings are now held on Tuesdays instead of Thursdays.

## Bridge Tournament for New York Club

An auction bridge tournament will be started by the Advertising Club of New York on October 19 and will continue throughout the winter, playing every Tuesday night until the middle of March, next year. The tournament has been divided into two divisions, a major and a minor. Each division is divided into four leagues.

The tournament is to be held in two rounds, the first ending in December and the second in March. Champions of the two rounds will meet for the club championship.

Prizes will be awarded to winners at various stages of the competition.

\* \* \*

## National Commission Members Appointed

Walter A. Strong, publisher of the Chicago Daily News, H. R. Swartz, president of R. Hoe & Company, Brooklyn, N. Y., and Verne Burnett, secretary of the advertising committee of the General Motors Corporation, Detroit, have been appointed members of the National Commission of the International Advertising Association, by C. K. Woodbridge, president of the association. They will serve as representatives of the sustaining membership group.

\* \* \*

## "Say It With Flowers" Author Honored

Patrick F. O'Keefe, president of the P. F. O'Keefe Advertising Agency, Inc., Boston, and president of the Advertising Club of Boston, has received a gold medal in recognition of the value of the slogan "Say It With Flowers," which he originated. The medal was presented by the Society of American Florists and Ornamental Horticulturists at New Orleans during its convention.

\* \* \*

## Chicago Advertising Course Starts

The opening classes of the course in advertising at the Chicago Central College of Commerce of the Young Men's Christian Association, were held this week. Among the subjects offered are "Advertising Fundamentals," "Copy-writing," and "Layouts and Typography."

\* \* \*

## Second District to Hold Convention at Lancaster

The Second District of the International Advertising Association, which includes New York, Pennsylvania, New Jersey, Delaware and Maryland, will meet at Lancaster, Pa., on October 6 and 7. W. W. Herrold is chairman of the convention committee of the Lancaster Advertisers Club.

\* \* \*

The New York League of Advertising Women has voted to incorporate under the laws of New York









# The Little Schoolmaster's Classroom






MANY distasteful things can be made pleasant if sugar coated. A bank naturally would like to see its depositors increase their checking balances. It occurred to four banks in Portsmouth, Va., that the adoption of a policy of making a small service charge on accounts falling below an average monthly balance, could be used as a means of getting customers to increase their balance—in other words, as an incentive to increased savings.

among the words of the copy.

This advertisement was proclaiming the new layout in the children's department of the McCreery department store in New York.

The style employed by the copy writer was unique. He wrote in the language of the fairy book and the "first reader" in order that he might appeal directly to the children. He further embellished his story by following

Open your eyes  and look round  when you alight  from the elevator. You'll see  a pretty sight. The shops have a bright, sunny  location. And everything is new and shining. There are long glass  mirrors in which to admire yourselves in the new fall togs. And all about are the smartest things to clothe you from top  to toe .

There are togs for school  for church  for the most exclusive functions of juvenile society. In fact they are the last words in modish apparel for the young-man-about-town  the dashing sub-deb of sixteen  or the baby deb of two or more. 

Banks always have talked about increased savings. Their depositors expect such talk from them. That's why banks exist. Then, what could be more natural than a statement saying "because of costs of doing business we must make a service charge, Mr. Depositor, if you fall below the small average balance of fifty dollars a month." And, then, after you have said that to add, as these banks did, this statement: "Let this Service Charge be an incentive to You to Save More Money."

\* \* \*

While the Schoolmaster was glancing through a newspaper not long ago, his attention was arrested by a striking bit of advertising. Upon looking at this more closely he found the reason—several interesting drawings which seemed to have been thrown in

each important word with an illustration of it.

A portion of this advertisement is reproduced here for the study of the Class.

Probably the most interesting feature about this type of copy is that while it appeals directly to the child, it also appeals indirectly to the adult. For what grown-up has forgotten his "Mother Goose"? If he is old enough—older than the Schoolmaster, in fact—he will remember certain magnetic children's books, in a day when books were anything but plentiful, upon which this McCreery advertisement may be based. In those old books the reader was not assisted by the text when the time came for one of the diminutive illustrations. The word "hat" was omitted in the text and a crude picture of a

## O U T L O O K S

OUTLOOKS from our clients' offices or factories rarely show the product in use, but this view of a fisherman at work was taken from the windows of the Ashaway Line & Twine Manufacturing Co. in Ashaway, R. I. Four generations of Crandalls have made fishing lines on this site, beginning with Captain Lester Crandall, founder of the business. The world record lines used by Zane Grey and other well known deep sea anglers were made at Ashaway, where a wide variety of lines for fresh and salt water fishing are produced.



# CHURCHILL-HALL

INCORPORATED

H. B. LE QUATTE, *President*

50 UNION SQUARE  
NEW YORK

MEMBER OF AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

# Accepted

A product advertised in The Chronicle is a product accepted! For 61 years San Francisco has been guided by this leading newspaper.

## REPRESENTATIVES

Williams, Lawrence & Cresmer, 295 Madison Ave., New York City; 360 No. Michigan Ave., Chicago; R. J. Bidwell Co., Times Bldg., Los Angeles; Henry White, Stuart Bldg., Seattle.

# San Francisco Chronicle

## THE HOTEL BULLETIN

A monthly hotel magazine with a national distribution.

Purchasing power of readers is many millions.

Best producer in the hotel field.

Agency business solicited.

**BEN. F. BRANHAM, Editor**  
951-957 Insurance Exch., Chicago

## MAILING LISTS

Covering U. S. and foreign countries, any classification, any part of the world. Can furnish any list wanted. Ask for price list detailing over 4000 lists.

**A. F. WILLIAMS, Mgr., List Dept.**  
166 West Adams St., Chicago  
Established 1880

## Relief—at last

A first-rate organization can take over the editing, advertising and printing of a periodical. An experienced staff and complete production facilities are available to busy executives, wishing to be relieved from bothersome details. We are specialists and save you time and money. Address P. O. Box 146, Times Square Station, New York City.

topper was inserted in its stead. Almost every concrete noun was thus illustrated. It was a pleasant pastime for the youngster of that generation to puzzle out the meaning of the story and the pictures helped wonderfully to impress it on his mind.

In these later days, when we are constantly seeking the "new" and studying how to "improve" our products, advertisers may sometimes steal a march on competitors by digging into the tomes of their fathers' or grandfathers' time to find something that will be both novel and effective.

\* \* \*

"From shirt sleeves to shirt sleeves in three generations." There's an old saying that many members of the Class are familiar with. Perhaps some of them accept it as the gospel truth.

Last Sunday the Schoolmaster had abundant evidence to prove to him that it doesn't apply to many advertised businesses. The evidence was found in a seventy-fifth anniversary rotogravure section published by the New York Times.

All of the advertisements in the supplement—and there was a goodly array of them—were of firms, companies, institutions and associations or their immediate successors which had been in business for seventy-five years or more.

Some of the businesses advertising in the supplement may have started in their shirt sleeves, but they are far from being in that class today. There is, for example, the house of Walter Baker & Co., Ltd. Here is a business, according to its copy, that can tell a story dating back to 1765—eleven years before the signing of



## Howell Cuts

for house organs  
direct mail and  
other advertising

ask for proofs

Charles E. Howell, 714 E. 14th St., New York



## Also Sells Those Who Never Read Your Advertising

Flexlume Electric Sign advertising at your dealers does *more* than direct to your retail outlets the prospects created by your national advertising.

For Flexlume boldly displays the name of your product before all the pedestrians and motorists on the streets every day and night of the year. It is lowest cost advertising when quantity of "circulation" is considered—and located right at the point of sale.

Let us submit a sketch of your trade name or mark incorporated in a Flexlume—and explain a proven plan for inducing enthusiastic dealer co-operation. There's no obligation.

*We also build exposed lamp and other types of electric signs for those who prefer or require them.*

**FLEXLUME CORPORATION**

1040 Military Road

Buffalo, N. Y.



## Furniture Salesman Wanted

A likeable fellow, between 25 and 35, who is welcome in most of the larger furniture stores in New York and Brooklyn, who feels that he can sell space exclusively to Furniture Dealers, may secure a permanent, lucrative position with newspaper. Straight commission. Please state fully previous connections; references and why you think you can sell newspaper space. No attention paid to drifters. Address "O," Box 127, Printers' Ink.

## Specialist in Selling Advertising Helps to Dealers

Has during past four years developed a department now selling each year to dealers over \$100,000 worth of manufacturers' advertising material—AT A PROFIT.

Looks back upon most unusual experience in creating, producing and distributing window displays and dealer helps. Now desires broader fields and greater responsibilities. New York vicinity preferred. Qualified to take full charge of manufacturer's advertising department.

Age 35, married.

Address "T," Box 270, Printers' Ink

## Printing Salesman

An opportunity exists in a small upstate New York city for a man to represent a progressive and well-equipped plant turning out the better kind of printing. To the capable man who is tired of the stress and expense of a big city this will prove a delightful and congenial occupation. Candidate must be honest and energetic and possess real experience in estimating. Ability to assist clients in visualizing their needs will be an advantage. The salary will be ample with real opportunity for saving and advancement. Give full particulars in first letter.

The Fenton Press, Auburn, N. Y.

## SALES PROMOTION OR DIRECT MAIL ADVERTISING IN CHICAGO

Young lady, excellent record handling Sales Promotion campaigns and house organs. Possesses thorough knowledge of every detail of this work. Has an unusual command of forceful English that hits the mark, a complete knowledge of types and layouts. Seeks position in sales promotion or direct-mail advertising department, manufacturer or advertising agency in Chicago. Very highest recommendations. Address "B," Box 277, Printers' Ink, 230 South Clark St., Chicago, Ill.


the Declaration of Independence.

Another familiar advertiser—one almost as familiar as Walter Baker—is the Enoch Morgan's Sons Company of "Spotless Town" Sapolio fame. Enoch Morgan, the Schoolmaster learns from this advertisement, did not found this business. David Williams started it in 1809. Enoch Morgan married a daughter of the founder and succeeded to the ownership in 1834. The present head of the business, John Williams Morgan, is the great-grandson of the founder.

\* \* \*

The copy of the Morgan company recounts with considerable pride a great advertising stunt that the company carried through in 1892—a stunt that many of the present day members of the Class are probably not familiar with. It was in that year that the Morgan company sent a fourteen-foot sloop called the *Sapolio* from Atlantic City to Spain to repay the visit that one Christopher Columbus had made to these shores 400 years before. The sloop was piloted, single-handed, by Captain Andrews. Credit for this unusual advertising idea, if the Schoolmaster's memory serves him aright, must go to J. A. Frazier, now president of The Blackman Company of New York.

There are other advertisements equally worthy of citation from

**Photostats**   
of any subject -  
By Photographers  
Fast Messenger Service  
**PACH BROS.**

28 West 44th Street, New York, N. Y.

**ADV'G CUTS**

New Stock Illustrations

Write for Proof Sheet

Monarch Studios  
341 5th Ave., N.Y.C.



## THEODORE B. CREAMER

### Originator of \*Outstanding Advertising

ANNOUNCES retirement from agency connections continuous since 1908 to give personal copy service to a limited number of accounts.

An exacting experience in creative newspaper, magazine and outdoor advertising, plus a long executive editorial newspaper training, is now available to advertisers direct.

**7 Church Lane, Scarsdale, N. Y.**

Telephone, Scarsdale 1019

*\*Originator and writer of Prince Albert tobacco, 1910-1920; Camel Cigarettes, 1913-1920; Kellogg's Corn Flakes and Bran, 1921-1923. Associated in all creative phases of Camel, Prince Albert and Palmolive posters, 1923-1926.*

## Printing Salesman Wanted

ONE of New York's leading printing organizations,—founded more than fifteen years ago, enjoying an enviable reputation for high grade volume production and now rendering a distinctive service to large national advertisers—wants a salesman of the highest type.

We are about to launch an intensive Sales Promotion Campaign of our own for the purpose of securing a half million dollars additional business from large buyers of quality printing. This campaign will enable a real printing salesman to make new contacts easily and on the right basis, reduce sales resistance and counteract competitive low bids.

The man we want must be thoroughly experienced in selling big runs of color printing or black and white to the large buyers in the local Metropolitan market,—one who has already attained a good measure of success and is anxious to climb still higher.

Such a man will receive the fullest co-operation. We will place him in position to render a broader and better service to his present clients and secure new accounts of a highly desirable character.

The right man will have no difficulty in securing highly satisfactory compensation, either in the form of a substantial salary or commission, and will be given an opportunity to become a permanent factor in our organization.

We suggest that you write us about yourself, your experience and your success to enable us to decide upon the advisability of a personal, confidential interview.

**Address President, Box 128, Printers' Ink**



### Chicago Manufacturers

We know a man—for two years a department manager of one of our clients—who for seven years has been solving marketing and distribution problems in the automotive and allied industries. He has shown a broad gauge understanding of sales policies and an ability to execute successful sales promotion plans.

This man will be available for a permanent connection in the Chicago territory October 1. He will make a high-grade sales promotion manager, or assistant sales manager, or both, for some good company.

Age 28, college education, married.  
For interview address

**RUSSELL T. GRAY, Inc.**  
130 N. Wells Street  
Chicago

## Copy and Contact Man Wanted

preferably one with experience in merchandising through the grocery trade. Give full particulars and state salary expected. Address W. S. Hill Co., 323 Fourth Ave., Pittsburgh, Pa.

## A Young Man

27 years old and married, desires to re-enter the selling or advertising business in a Philadelphia territory. He now holds a position near Philadelphia but desires to make a change. Two years college and good references as to reliability. His price is around \$3000. For further details address, "M," Box 126, care Printers' Ink.

the Schoolmaster. Among those that are remarkable in showing the virility and vitality of a business is the advertisement of Brooks Brothers, who now maintain retail men's clothing establishments in Boston, Palm Beach and Newport, as well as New York. In the copy run by that firm the Schoolmaster read: "Messrs. Brooks Brothers have operated continuously for more than 108 years as merchants in the City of New York. The establishment is still in the control of the direct descendants of its founders."

To advertisers of today who hope some day to write unusual historical copy, the Schoolmaster recommends a study of this special supplement of the *Times*. It will be an inspiration.

### Heads Texas Circulation Managers

Walter Golden, circulation manager of the *Galveston Tribune*, was elected president of the Texas Circulation Managers at the close of their thirteenth annual meeting at Fort Worth. The next meeting place will be San Antonio. R. R. Russell, of the *Wichita Falls Times*, was chosen vice-president and H. E. Murphree, of the *Houston Chronicle*, was re-elected secretary-treasurer.

### Sales of McLellan Stores Gain

The sales of the McLellan Stores Company, New York, operator of general merchandise chain stores, totaled \$713,336 in August. This compares with \$542,136 for the corresponding month last year, a gain of 31.5 per cent. Sales for the first eight months of this year amounted to \$4,520,768, against \$3,306,679 for the same period last year, an increase of 36.7 per cent.



## "GIBBONS knows CANADA"

TORONTO

J. J. Gibbons Limited, Advertising Agents

MONTREAL

WINNIPEG



# Classified Advertisements

Rate, 65c a line for each insertion. Minimum order, \$3.25  
First Forms Close Friday Noon; Final Closing Saturday

## BUSINESS OPPORTUNITIES

### Printers'-Bookbinders' Outfitters Modern Cut-Cost Equipment Also Rebuilt Machinery

Conner Fendler Branch, A. T. F. Co.  
New York City

### WE WANT THE RIGHT PERSON MAN OR WOMAN

To represent a group of Established Women's Publications on a commission basis. Only those experienced in selling space need apply. No salary, no drawing account, no advances. Strictly commission basis. Address Box 342, Printers' Ink.

### WESTERN REPRESENTATION By a Real Producer

A representation that means orders. One with a long and successful service in the West for several publications. Can now add one to a list or can represent exclusively one publication. Have had much Eastern experience also. Address Box 347, Printers' Ink.

## WHAT ARE YOU DOING ABOUT THE PACIFIC COAST?

Business West of the Rockies is growing more rapidly than many realize. Eastern industry is establishing important branches in the Far West. Eastern business paper publishers must lay their ground work, editorially, now.

The Pacific Coast editor of a nationally well-known weekly business paper is at liberty to represent one or two additional trade journals on a salary basis. He is 30 years old, married, a resident of San Francisco, and has had 10 years' experience in newspaper and trade paper work in New York and San Francisco.

Box 381

Printers' Ink

## HELP WANTED

### ARTIST WANTED

A good, all 'round experienced agency man for roughs, finished lettering and some figure work. Write and send samples to Box 349, Printers' Ink.

### ART PRODUCTION MANAGER

Engraving House needs working foreman for Art Department. Only a man who has held this position desired. State salary and experience in first letter. 378, Printers' Ink.

Advertising Salesman wanted by established business paper. Grocery trade paper experience desirable, but not necessary, but must have trade paper experience of some kind. Salary with commission arranged means \$5,000 a year to right man. Box 382, P. I.

One of the Best Calendar Houses in the country want a Creative artist for calendar borders, fans, greetings. This is a good opening for a man of ability. Answer Box 338, Printers' Ink.

### SIGN SALESMAN

Territory open for a fine line of advertising signs and displays. To capable men handsome returns assured. State experience. Box 337, Printers' Ink.

## COPY WRITER

Agricultural experience desirable. Location New York City. State experience and salary. Box 368, Printers' Ink.

Steamship Company desires services of young man experienced in advertising and publicity fields. Give particulars, knowledge copy, art work, type, etc., age, experience, date services available, salary wanted. Box 346, Printers' Ink.

Correspondent—Installment jewelry concern. Must be experienced and capable sales correspondent. Permanent position. Excellent future. State in your letter your experience, age and salary expected. Anything you write will be held in strict confidence. Box 803, Room 200, Times Bldg.

Classified Promotion Man. Must have wide experience in planning campaigns. Above all must have classified angle. Paper located in large Eastern city of nearly a million population and rapidly becoming the leader in its field. In reply state age, experience and send proofs of work. Address Box 366, care of Printers' Ink.

Sales Manager Wanted. Large Building material manufacturer starting tremendous expansion program needs high caliber sales manager with exp., ability and aggressiveness to handle one of biggest propositions in country. Unequalled opportunity for right man. Reply confidentially giving age, complete exp., references and photo. Box 370, Printers' Ink.

An automotive trade medium wants a high class advertising representative with the following qualifications:

1. A proven sales record in the automotive field.
2. Wide acquaintance among automotive advertisers in the East and automotive advertising agencies in the East.

An exceptional opportunity awaits such a man. Write giving all details. Address Box 355, Printers' Ink.

### ADVERTISING SOLICITOR Wanted—

Growing publication, 16 years old, desires services of capable, energetic young man to make advertising contracts with banks and high-class firms—traveling part time. Big money adding new department. Prefer young college man. Must be good dresser and of pleasing personality. Wonderful opportunity for right man. Write, giving age and full particulars. Box 354, Printers' Ink.

**ILLUSTRATOR AND LAY OUT MAN**  
Studio Detroit, Mich., wishes to add high grade illustrator and creative man for direct mail advertising work. Write giving experience and salary wanted. Box 377, Printers' Ink.

#### MODEL PHOTOGRAPHER

There is an opening in a high grade Studio for an unusual man experienced in handling model work for illustration and capable of taking charge. Location, Detroit, Mich. State full experience in first letter and salary expected. Box 379, Printers' Ink.

#### ADVERTISING MANAGER WANTED

Must have many years' experience writing mail order and retail store copy. Agency training desirable. This position requires considerable volume of direct advertising preparation and production. Excellent salary and unlimited future. Give your complete business history and mention salary desired. Confidential Box 806, Room 200, Times Building.

**Wanted**—Large and nationally known manufacturer is soliciting applications from experienced men to take charge of its Sales Training Department. This is an executive position which requires a man of education, training and experience in Sales Training Work. Write, giving information regarding age, education, training and experience. Any information will be held strictly confidential. Box 374, Printers' Ink.

#### ART PHOTOGRAPHER

An established studio, specializing in model photography for advertising, and fashion photography for manufacturers and retailers, is looking for an unusual man of proven ability. To the right man we will offer an excellent salary and contract. Write us first, giving full experience, etc. All letters will be answered. Position Detroit, Michigan. Box 339, Printers' Ink.

### ADVC. SALESMAN

Animated Film Advertising Organization has opening for salesmen who can qualify as district managers later. Real opportunity for producers. Every merchant a prospect. Liberal commissions. Associated Sales Service, East First and Locust Streets, Des Moines, Iowa.

**ADVERTISING MAN WANTED**—for one of the South's most modern Men's and Boys' Clothing stores. Exp. man required—one who is capable of handling newspaper, business promotion, and direct-by-mail copy. Advertising department equipped with new Addressograph, Multigraph, and Graphotype machines, and all necessary filing equipment and material to turn out first-class work. An unusual opportunity for capable advertising manager or assistant who is desirous of locating permanently on a job with a future. Give full particulars as to your exp. and references in first letter. Also submit specimens of your work. State age, whether married or single, and salary expected. Correspondence confidential.

SELBER BROTHERS, INC.,  
SHREVEPORT, LOUISIANA

#### MISCELLANEOUS

**FOR RENT**—LOFT, about 6000 feet. Hallenbeck-Hungerford Bldg., 80 Lafayette St. Exceptionally light, 24-hour, 7-day service. Suitable for printer, binder or trade compositor. Immediate occupancy. Select Printing Company, 80 Lafayette St., N. Y., Worth 5140.

#### POSITIONS WANTED

**Excellent Letterer, Designer and layout man**, able to do finished illustration as well—earning in last position \$6500, wants full or part time proposition. Box 360, Printers' Ink.

**Accountant**—Experienced on financial statements and reports, costs, production control, office management. Location preferably New York or vicinity. Salary open. Box 357, Printers' Ink.

#### ARTIST

An experienced letterer, decorator and designer seeks half-day employment with studio, art-service or printing house. Box 345, Printers' Ink.

#### Secretary, Stenographer

Seven years' experience, desires position with future in advertising field, knowledge of advertising copy. Address Box 353, Printers' Ink.

#### ARTIST

Two years' agency experience desires position as assistant to an art director. Can make finished drawings and plain lettering. Salary moderate. Box 365, P. I.

**Advertising Production Manager** experienced in direct mail and agency work. Buying engraving, printing and art. Practical knowledge of all production requirements. Box 344, P. I.

#### FREE LANCE

Can be of genuine assistance to retailer or manufacturer in preparing his newspaper or trade paper advertising. New York vicinity. Box 359, Printers' Ink.

### Young Assistant Available

to an account executive. Now holding responsible advertising position with large manufacturer. Box 372, Printers' Ink.

#### PUBLISHERS

From nothing to billing of \$3,000 a month in two years is what I have done for one business paper. How are you represented in Chicago? Highest references. Box 371, P. I. Chicago.

#### EXPERT MALE STENOGRAPHER

Can write copy, make neat layouts. Specially valuable for agency handling food accounts. Willing to start any capacity where creative ability will win promotion. Box 358, P. I.

### JUST THE TYPE OF ADVERTISING MANAGER YOU WANT

Now Advertising Manager chain retail credit stores. Thoroughly experienced. Age 27. Has common sense, vision. Salary, \$50.00. Box 356, Printers' Ink.

**YOUNG LADY**—Six years' varied advertising experience. Secretary, fine stenographer, correspondent, assistant. Wants a job where brains are no handicap. New York. Box 369, P. I.

**University and advertising course** graduate, 24, considerable writing exp., able to produce convincing copy, seeks position with advertising agency or publishing firm. Box 363, Printers' Ink.

#### COPY WRITER

University trained and extensively exp. in both agency and retail field, this young man desires permanent lease on a position of responsibility. Box 352, P. I.

### ARTIST

Thoroughly capable, layout decoration-lettering man desires space, with work. Box 380, Printers' Ink.

#### ARTIST

15 years' all round exp. Recently returned from European study. Ready to go to work. Competent, creative, wide facility. Lettering, design, figures, visuals. Art department management. Box 351, P. I.

#### SALES PROMOTION

Desires position as assistant to promotion manager. Has had several years' experience, also university graduate. New York preferred. Mary Boyle, 2251 Sedgwick Ave., New York City.

#### ADVERTISING SALESMAN

Thoroughly experienced; industrious, reliable worker. Producer in class and trade publication work, wide acquaintance in N. Y. C. and Mid-West. Available Oct. 1st. Best references. Box 362, P. I.

### Versatile Copy Writer

Knows layout, typography, proofreading. Age 33. Now with de-luxe printing house, specializing in direct-by-mail advertising. Salary reasonable. Box 364, P. I.

#### Sales and Advertising Manager

Thoroughly expert; handled five million dollar annual turnover for eight years; organized successful sales force thirty men; expert at direct mail work; wizard at buying printing, art work. Age 35; now engaged; soon available. Address Box 361, Printers' Ink.

#### Paging a manufacturer who—

needs a manager for a one-man advertising department, or an assistant to "mind the baby" in a more imposing one. College man of thirty. Four years copy and executive work, first business paper, then prominent national advertiser. Some sales, some editorial experience. Now free-lancing. Box 341, Printers' Ink.

#### ASSISTANT FOR BUSY OFFICER OR SALES MANAGER

Quick thinking, ambitious Executive, 37, seeks broader field. Experience covers sales routine, promotion, direction, correspondence, statistics, research, hiring, training. Considerable advertising, copy and printing knowledge. Office management experience, in addition, assures dependability, judgment and tact. Present employer will commend development unusually cordial customer-salesman-office-factory relation. Address Capable, P. O. Box 4236, Philadelphia, Pa.

#### ARTIST—Free Lance

Exceptional figure man, rapid letterer and designer of fine booklets, brochures, etc., desires more business. Terms reasonable. Box 373, Printers' Ink.

**Young woman** wants pos. as asst. to adv. mgr. in or nr. Phila. 9 yrs.' bus. exp.—3 in adv. Adv. Ex. at present. Hard worker. Initiative. Accust'd to respond. Wants real future. E. Shields, Gnrl. Del., 9 & Market Sts., Phila.

**COPY CHIEF plus Art Direction.** A broad, rounded, skilled, producing executive. Open record, including many national successes, in diversified lines. Plan conceived, theme created, roughs made, art and typography chosen. Contact with large advertisers customary. A type seldom at liberty. New York City only. Address Box 375, Printers' Ink.

### VISUALIZER FREE LANCE

Illustration ideas, rough sketches, layouts, etc., for client submitting, on a piece charge basis; a flair for nicety in arrangement, balance and pleasing composition; N. Y. 4A agency experience; accustomed salary of \$8300 indicates my fine ability. Box 367, Printers' Ink.

#### AVAILABLE

##### Experience plus!

Can you utilize services of young Advertising, Sales-Promotion executive? Four years' general production and selling experience. The "plus" can only be evidenced at interview. Gentle, college education; now employed, seeking better opportunity. Salary, or commission-drawing-account. Box 340, Printers' Ink.

#### PUBLICITY MAN

Young man, 30, not now engaged in advertising work, but whose vocation is along that line, desires connection with Chicago concern where this ability can be used and developed. At present employed as executive, having broad experience in sales, credit work and all office details. Desires position as publicity man, or as copy writer, or magazine work, or secretary of civic organization. No objection to travel. Address Box 350, Printers' Ink.

#### ADVERTISING SALESMAN

Seeks connection in Philadelphia field; 33 years of age, with 10 yrs' successful selling experience—five of them in newspaper and agency field—he is looking for an opportunity to put a big job across for a permanent concern. Thos. Schell, 1001 Chestnut St., Philadelphia, Pa.

**THIS MAN** would prove a valuable asset to a large business concern requiring the services of a man who knows sales promotion, advertising, reorganization, etc. He has several years of valuable exp., having served large national advertisers in the capacity of assistant to and advertising manager. He is a young man, at an age when enthusiasm abounds, and open minded to learn. He is a good copy writer, and idea man, with a thorough knowledge of the mechanics of advertising. He has personality and a knowledge of human nature. For an interview address Box 348, Printers' Ink.

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